



NDC London 2025

# Build Trust with Users Through UX

Tetiana Gulei | [tetianagulei.com](https://tetianagulei.com)



# Let's play a game!

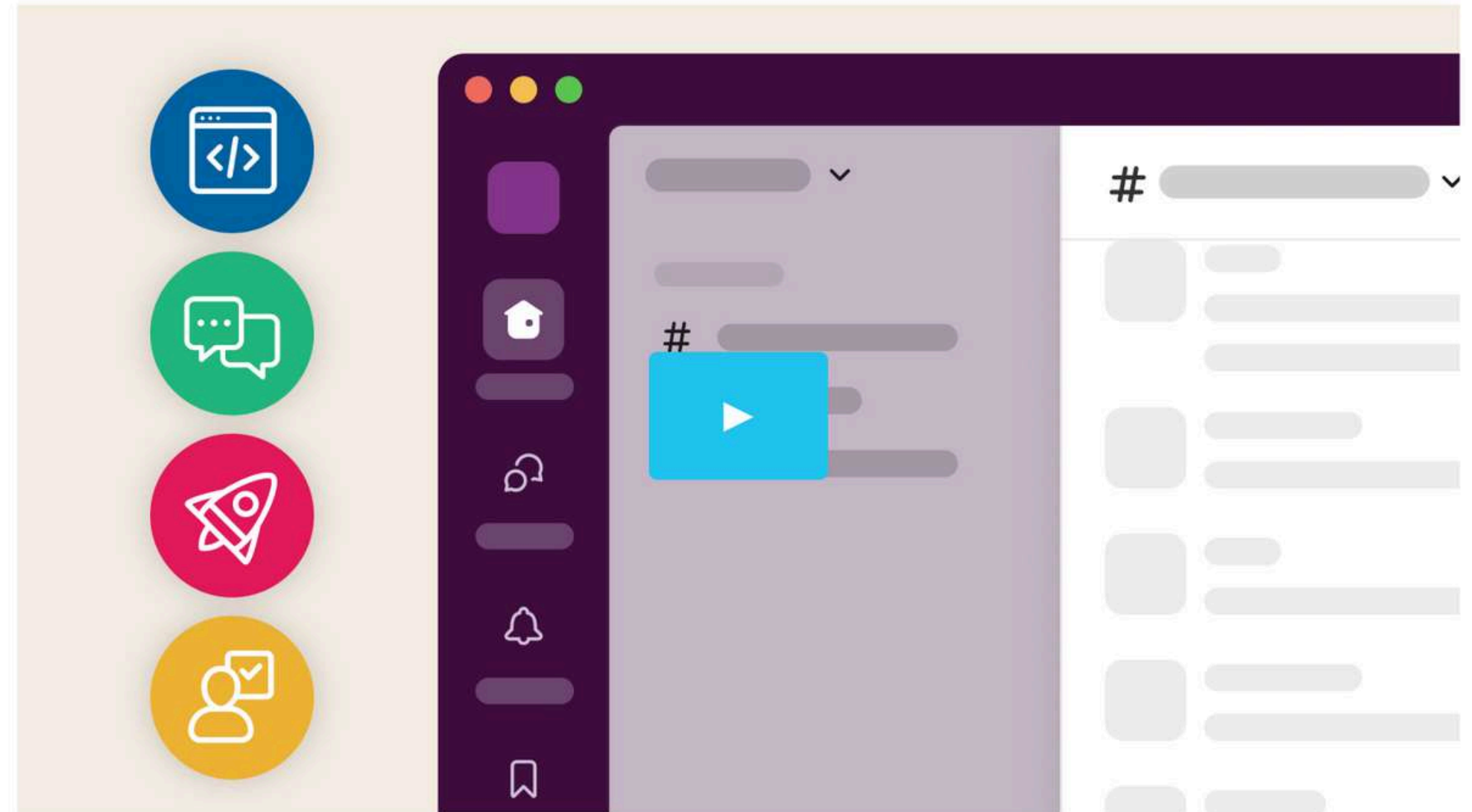
Do you trust this interface?

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ENGINEERING

# Engineering moves faster in Slack

Ship better code in less time by bringing your tools, teammates and code changes together in Slack.

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# COMMUNITY BULLETIN BOARD

## FROM OUR FRIENDS AT THE YALE CENTER FOR ENVIRONMENTAL JUSTICE

The Yale Center for Environmental Justice is in the process of planning our fourth annual Global Environmental Justice Conference, with this year focusing on the theme of “Environmental Joy.” The conference aims to explore the ways in which environmental and climate justice and the communities engaged in that work generate joy. Guided by the notion that the ultimate goal of most environmental and climate work is to alleviate suffering and increase wellbeing, Environmental Joy will explore and celebrate the diverse ways that environmental justice achieves this goal.

One facet of the conference programming we hope to organize is a juried art show soliciting works from artists around the world on the theme of Environmental Joy to be showcased in an exhibition during the conference. We are currently seeking any interested students or faculty who would be interested in supporting the planning and execution of this call for art. If you're interested in learning more about the opportunity, please contact Julia Simon at [julia.simon@yale.edu](mailto:julia.simon@yale.edu).

Editor details

## FACULTY/ALUMNI: POST YOUR ART APPRENTICESHIP/INTERNSHIP OPPORTUNITIES FOR UNDERGRADUATES

The Yale Arts Apprenticeship Program is an initiative that connects Yale undergraduates, particularly those on financial aid, with professional arts practitioners of any discipline. As an option within Yale's Summer Experience Award (SEA) funding model, the Arts Apprenticeship must fulfill the same basic requirements. Additional details, as well as those specific to the Arts Apprenticeship are included below. Yale faculty, alumni, or other arts practitioners interested in featuring positions through the program should contact Yale's Creative Careers advisor. Which Opportunities are Eligible? Must be at least 30 hours/week, for at least 8-weeks over the summer months. Those 8-weeks do not have to be continuous if the mentoring Arts Practitioner agrees on a different schedule. The time commitment need not all be in direct contact with the Arts Practitioner. Independent projects, tasks, research, etc. can comprise much of the experience, as long as the Arts Practitioner is checking in regularly with the student to provide oversight and career-based context. The opportunity cannot be with a for-profit organization. The engagement for an Arts Apprenticeship should

Editor details

## MAPPING PUBLIC ART IN NEW HAVEN

Hey everyone! I've been mapping public art in New Haven as part of my nonprofit project ArtAround and I'd





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Page 1 of about 5796 results (0.03 seconds)



## Lean UX: Applying Lean Principles to Improve User Experience

by Jeff Gothelf, Josh Seiden (Goodreads Author) (Editor)

★★★★★ 3.99 avg rating — 6,551 ratings — published 2012 — 42 editions



Rate this book



## UX for Lean Startups: Faster, Smarter User Experience Research and Design

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









# Hello! I'm Tetiana Gulei

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[tetianagulei.com](https://tetianagulei.com)

From Ukraine, based in the Netherlands

Senior UX Designer @BIMcollab  
Instructor @LinkedIn Learning



[tetianagulei.com](https://tetianagulei.com)



# Agenda

1

First impression  
with user-centricity

2

Visual design and  
accessibility

3

Dark patterns







**UX/UI is the designer's responsibility.**



UX/UI is the designer's responsibility.

Developers play a **key role** too.



# 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



Earning the trust of your users is  
challenging



# How to make a strong first impression?

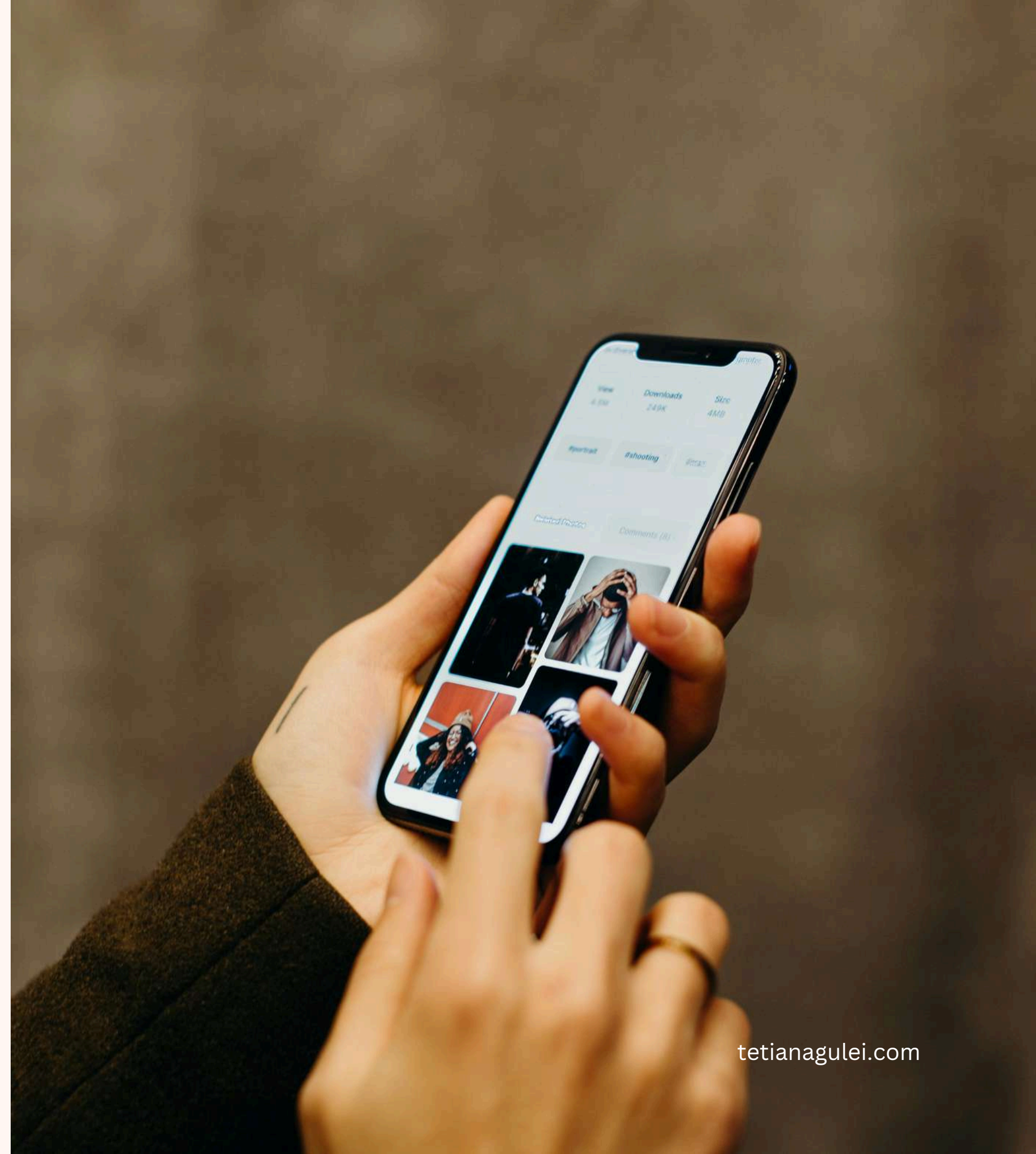


Trust starts with  
**understanding** the users



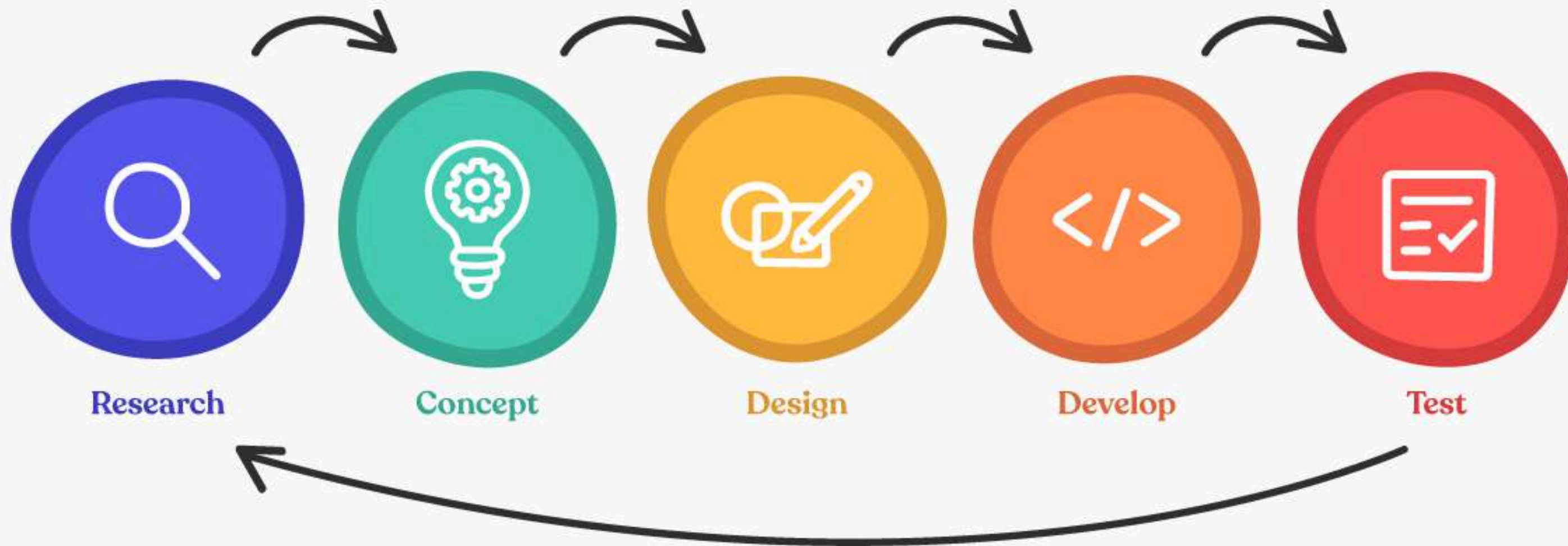
# User-centric design

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





## User-centered design process





# Define whom you build your features for

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





Use the product



Use the product

Collaborate with UX/UI designers

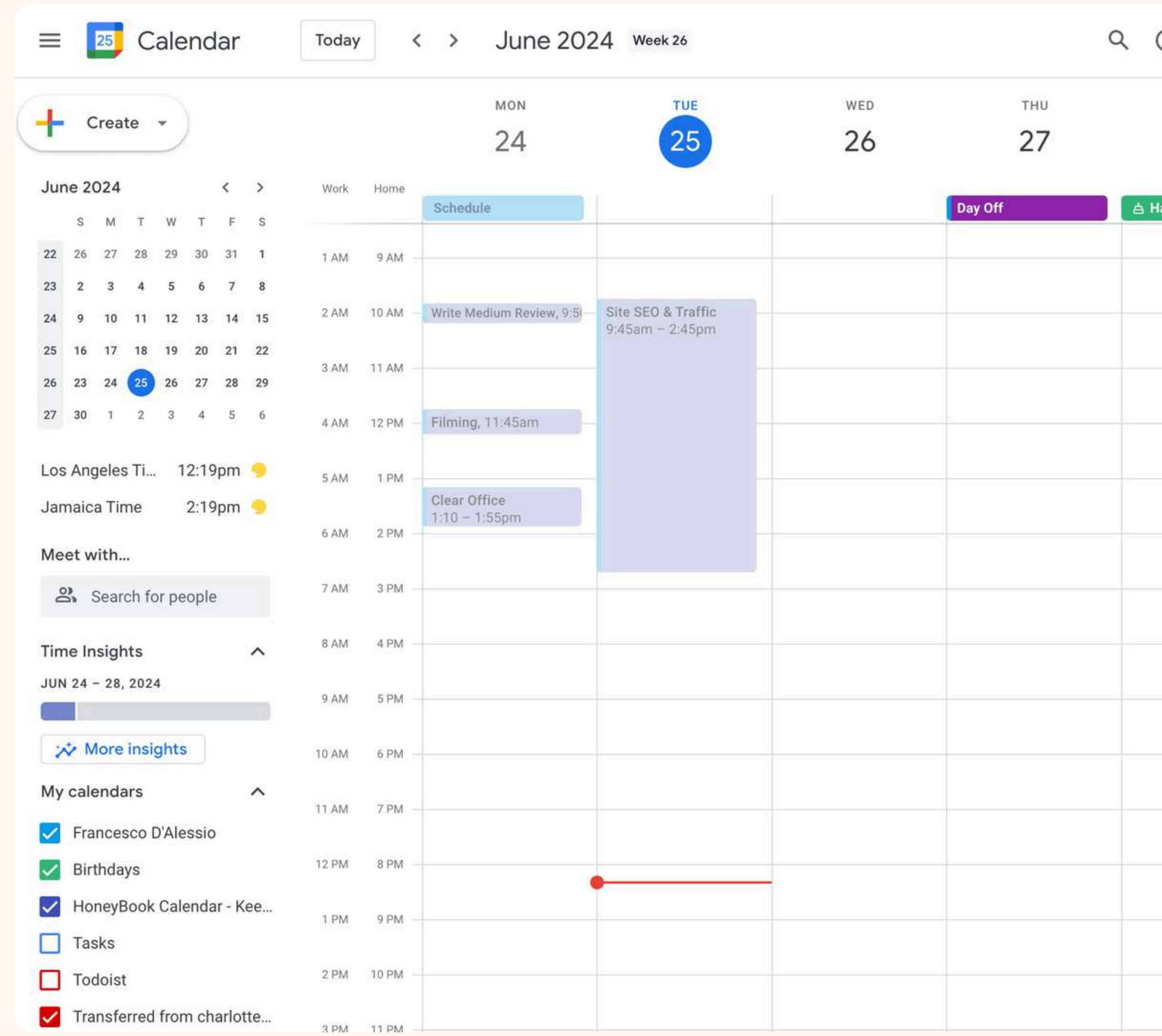


# Make usability the foundation



# What is usability?

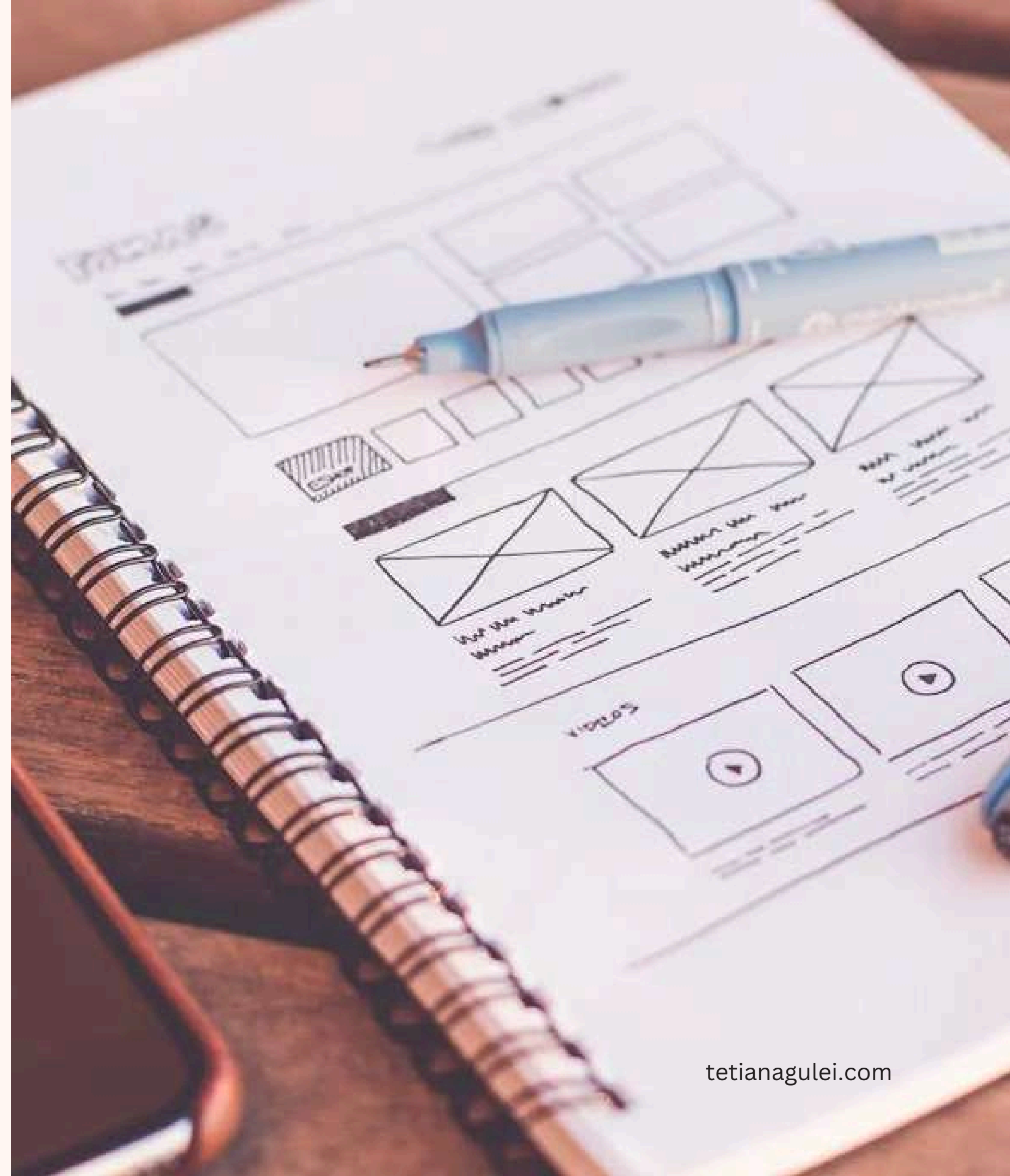
- The ease with which users can achieve their goals with your interface





# 10 Usability Heuristics

- Rules and guidelines for good design
- Best practices

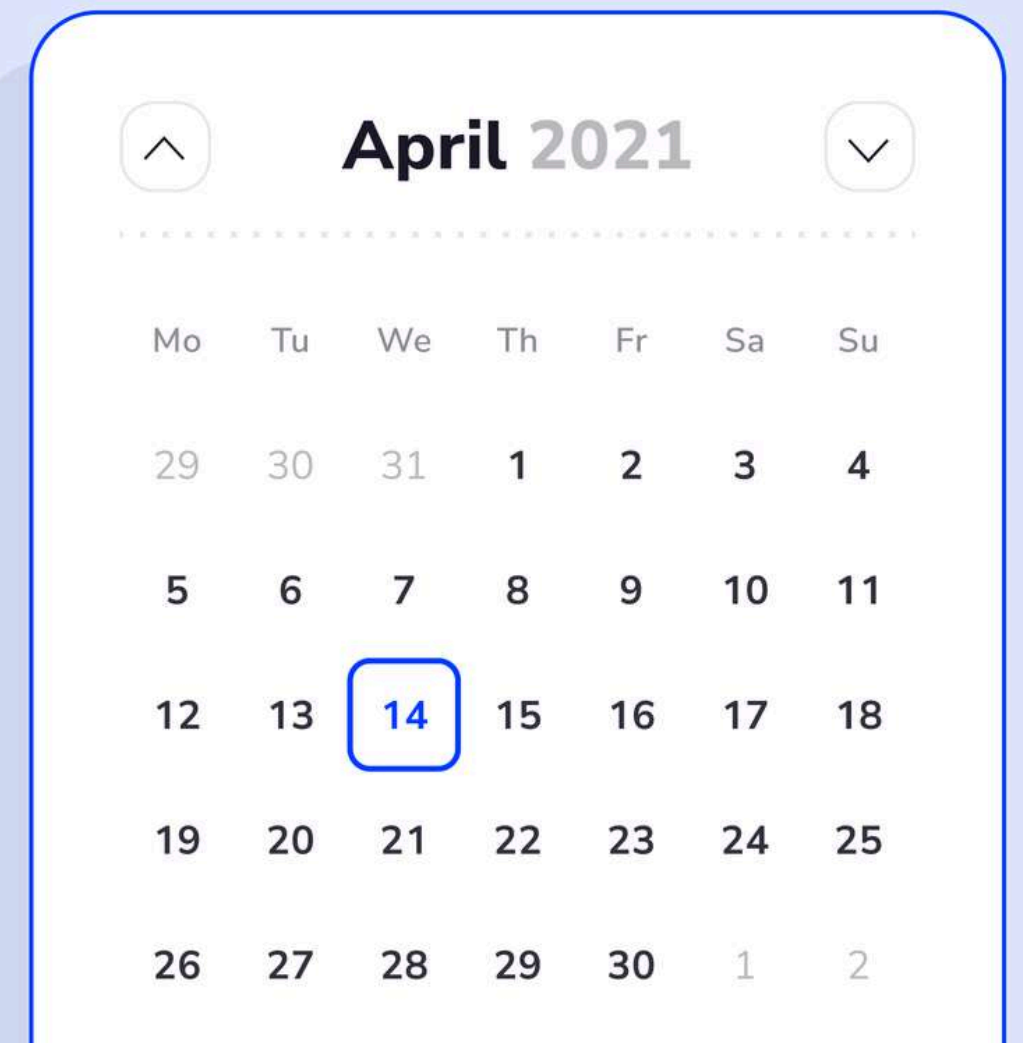
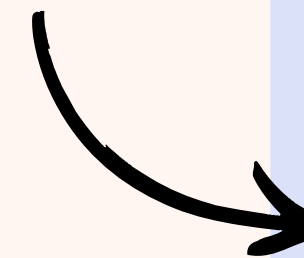
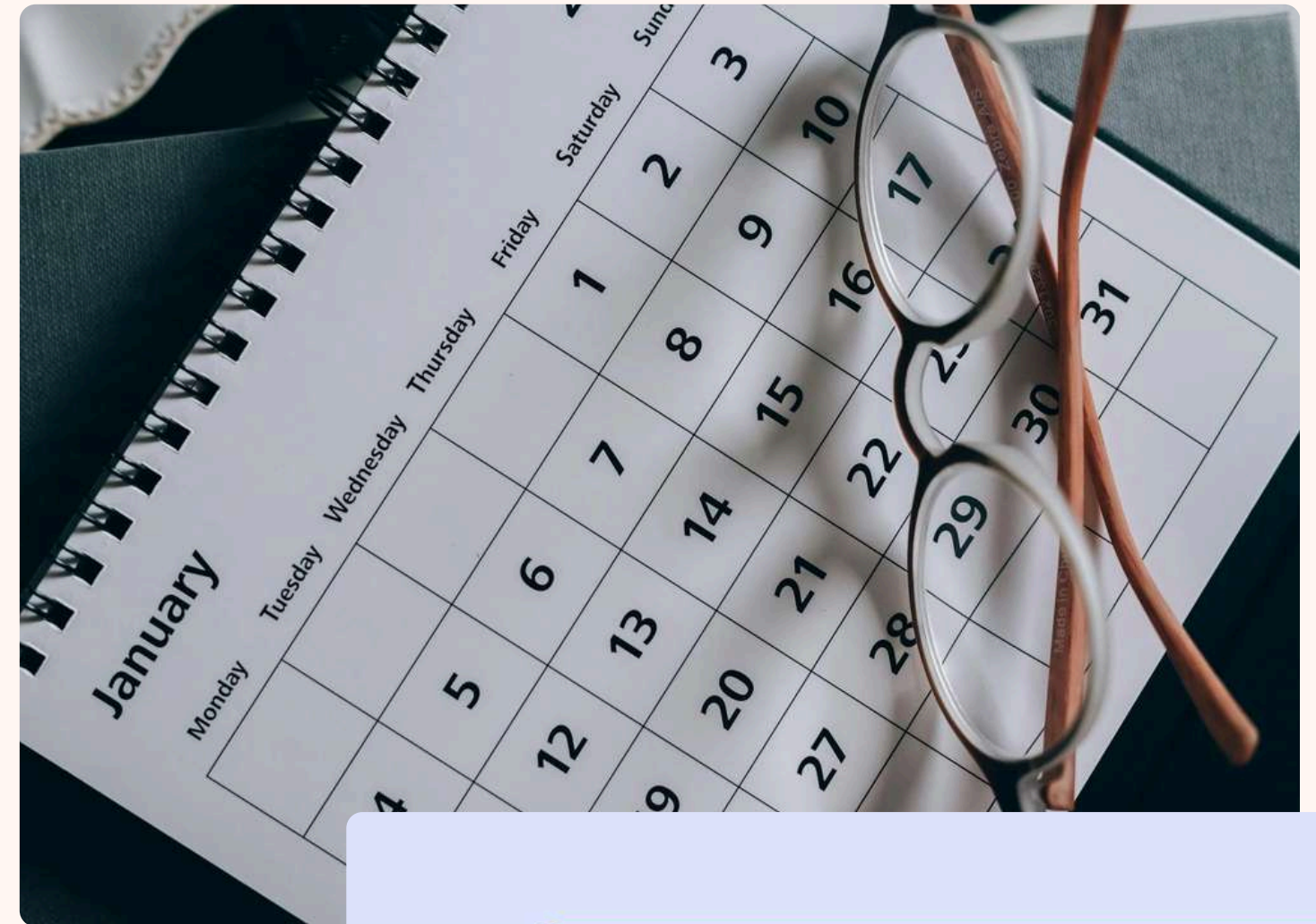




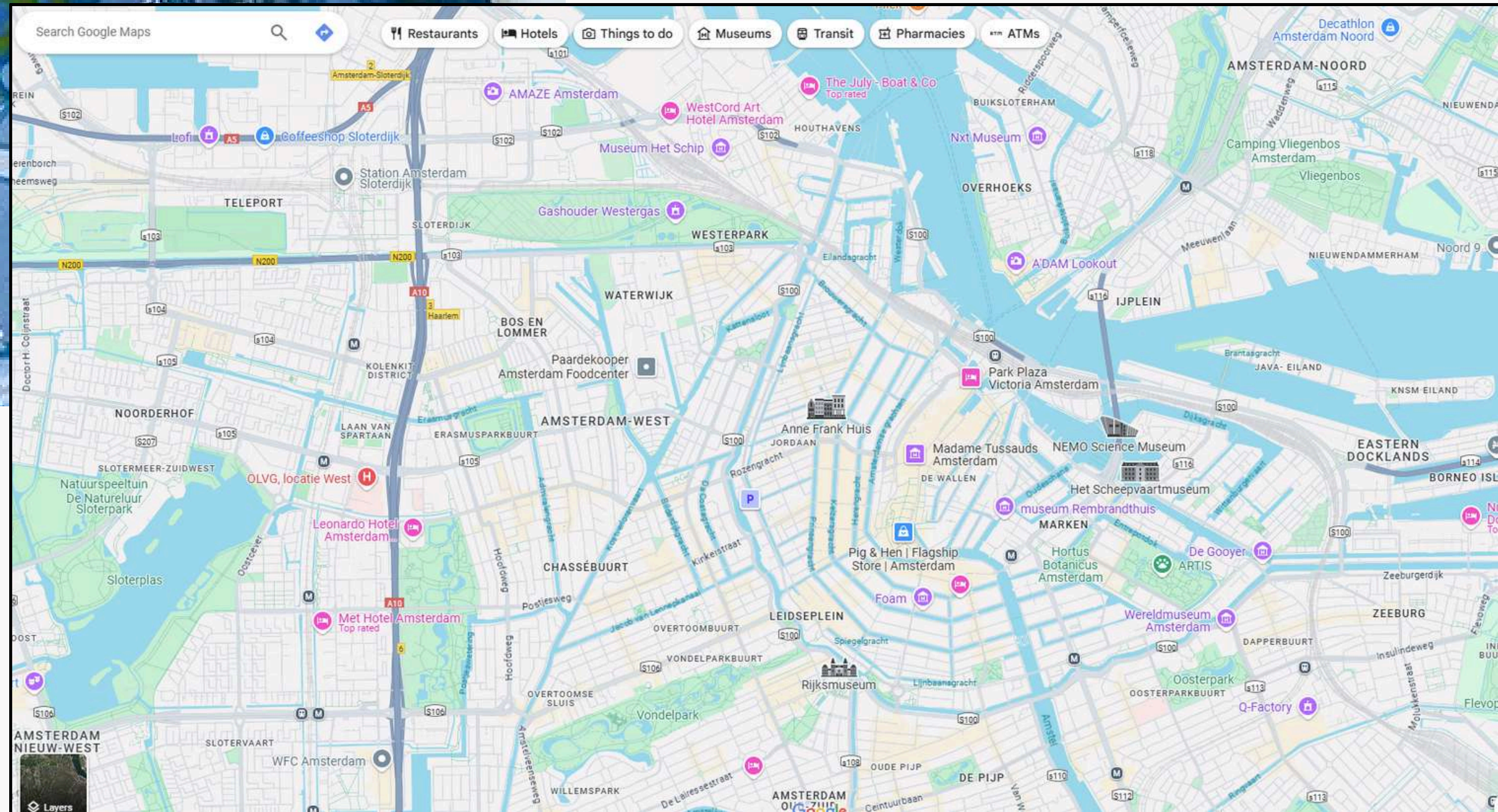
## Heuristic 1

# Match Between System and Real World

- Use language and visuals that align with real-world experiences





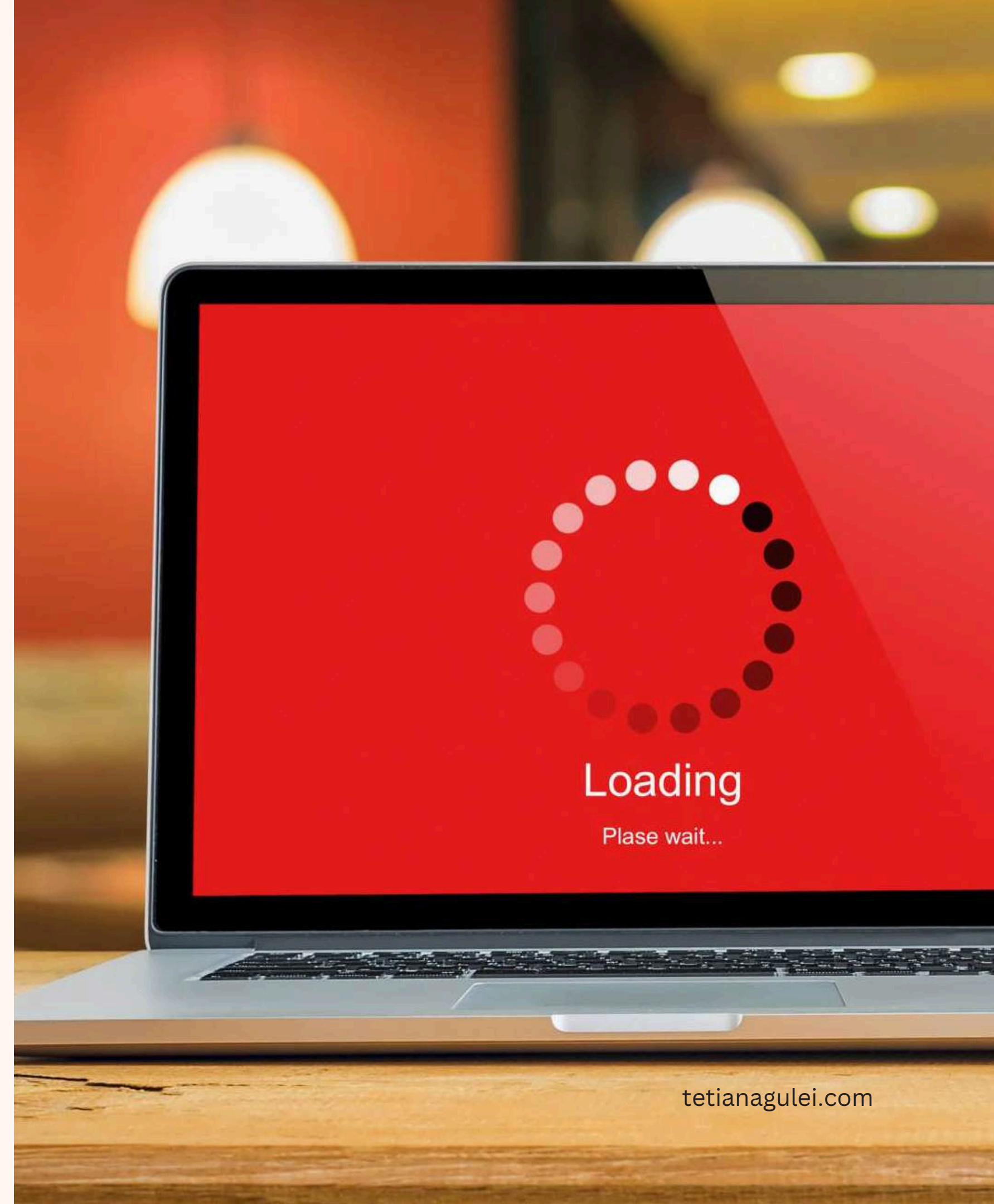




## Heuristic 2

# Efficiency of use

- Help users **achieve their goals** as quickly as possible.
- Impatience leads to frustration





Heuristic 3

# User control and freedom


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





Freedom to  
go back



BIMcollab Webshop

✓

Products

✓

Company

✓

Billing

Config

Payment

Complete

### Product configuration

Space name ⓘ

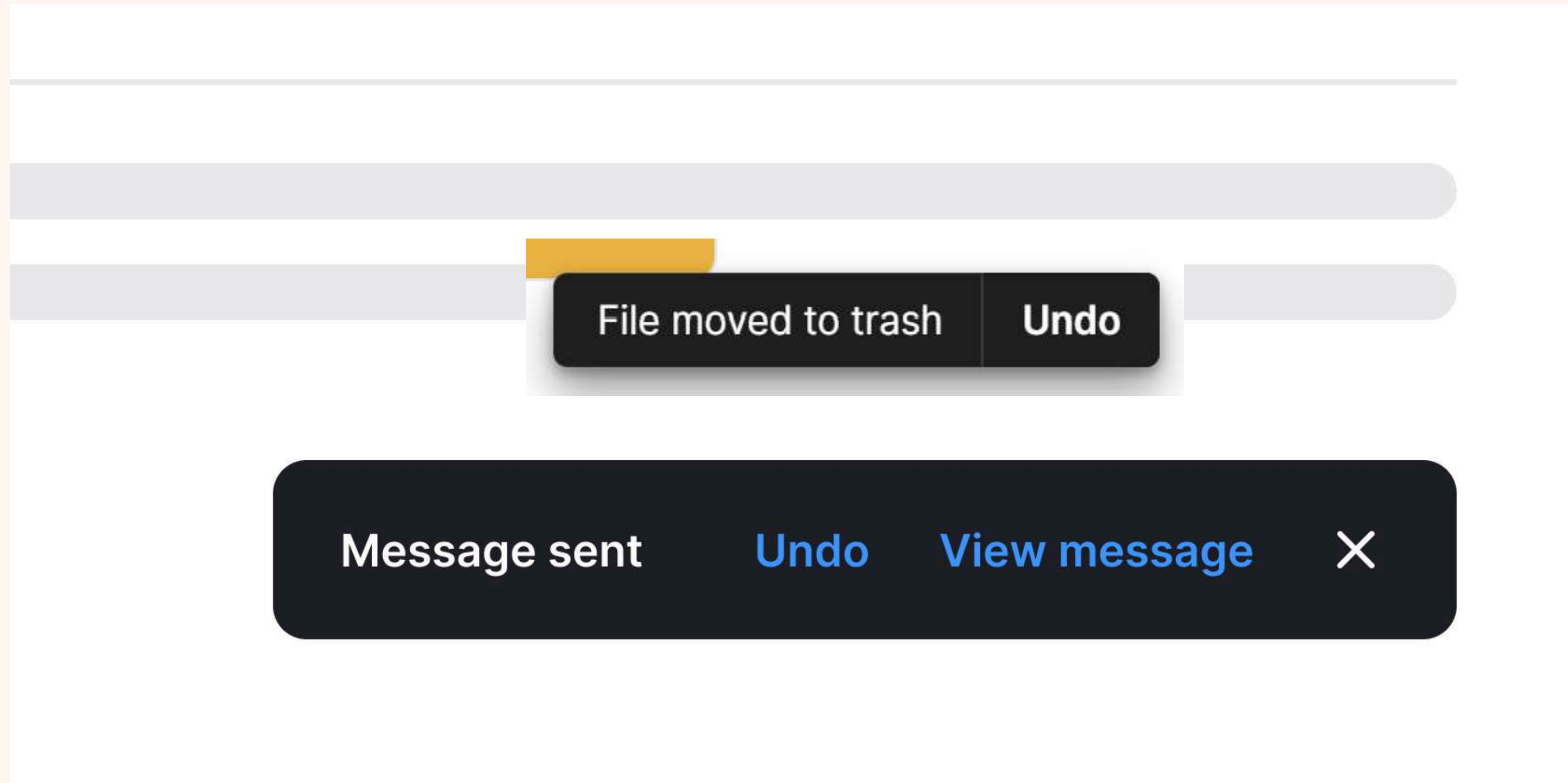
.bimcollab.com☒ Initial administrator same as contact personTetiana Gulei  
info@tetianagulei.com

 Return to billing details

Go to payment details



# Undo Action

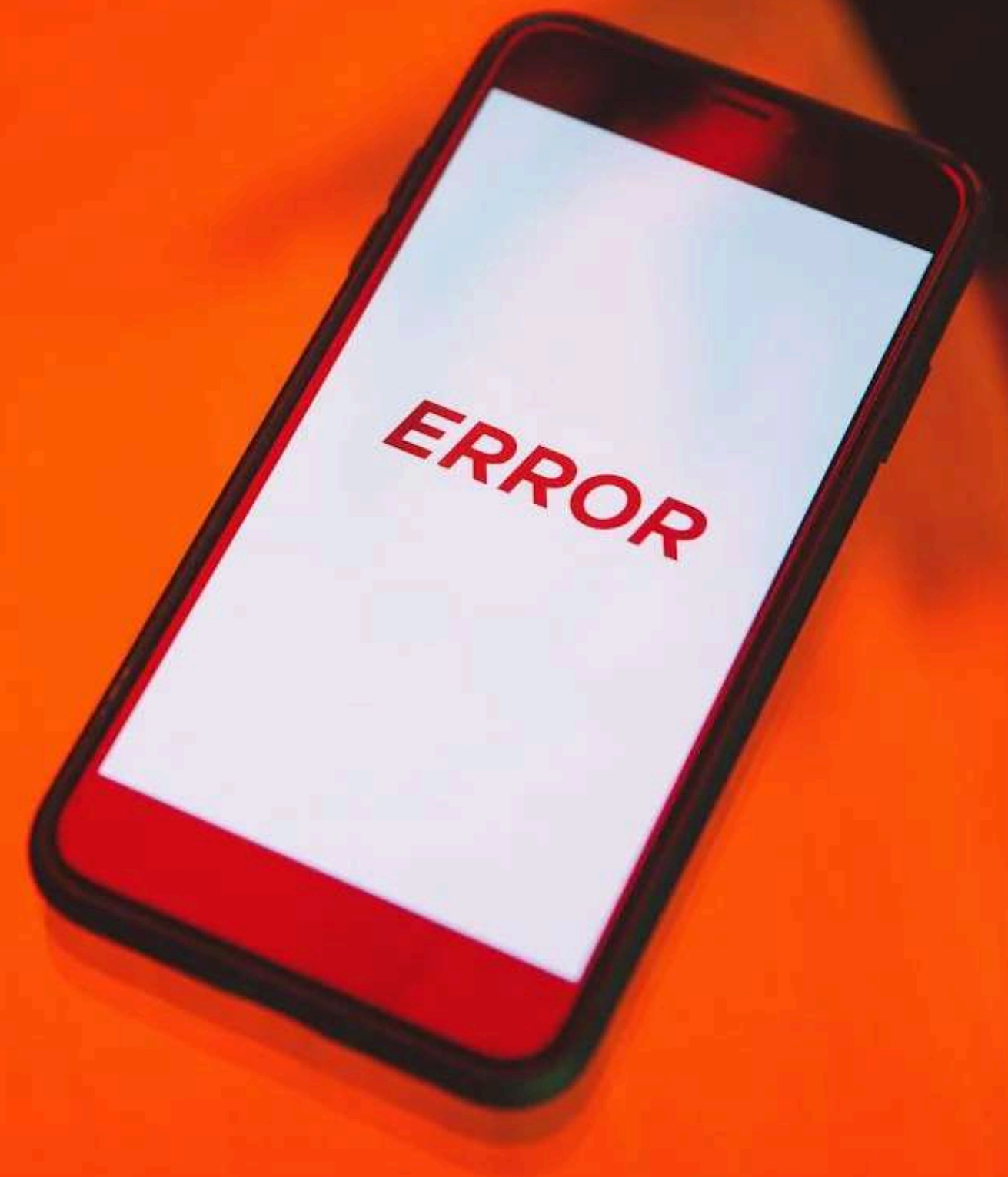




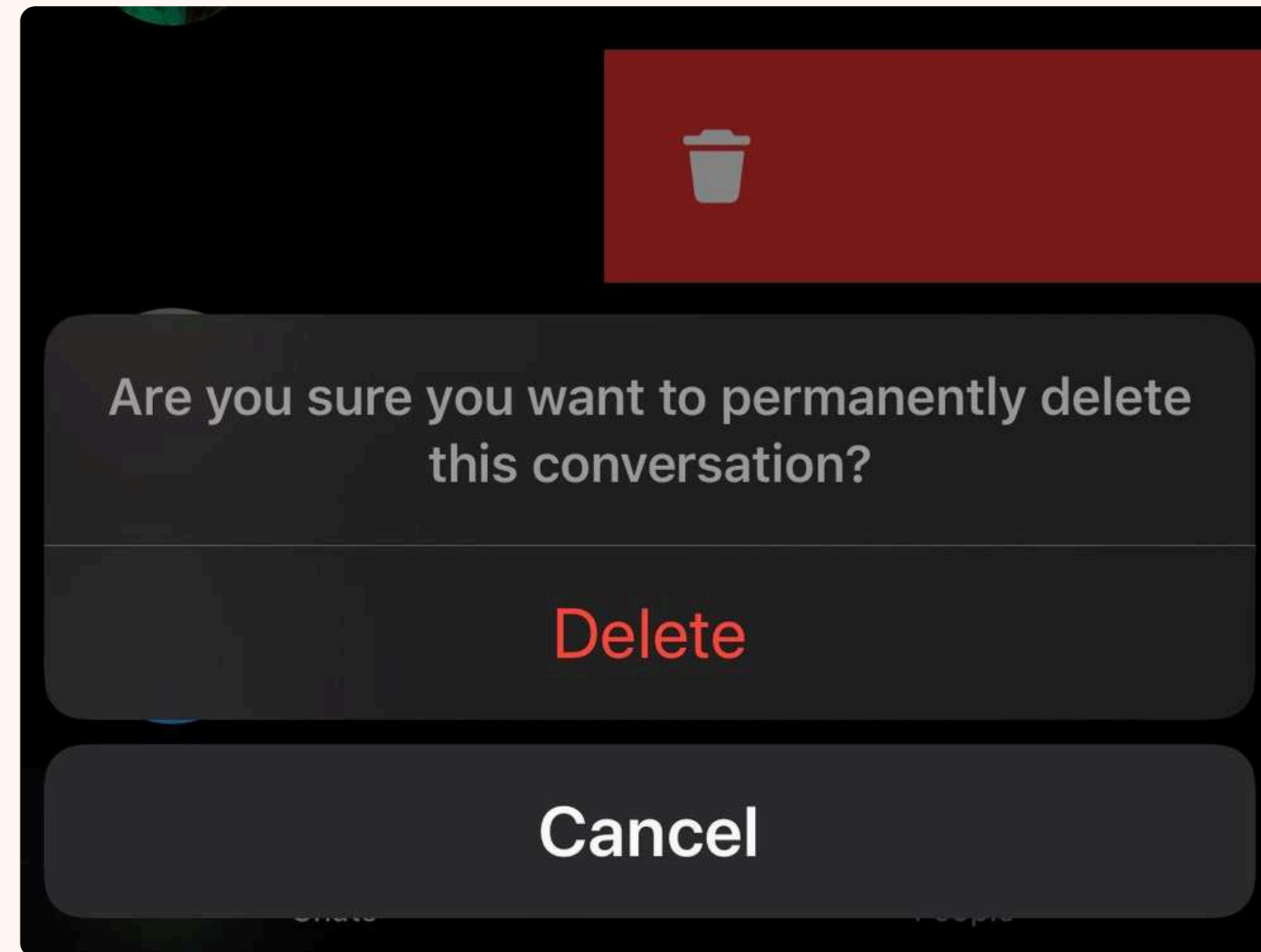
Heuristic 5

# Error prevention

- Prevent mistakes from happening in the first place
- Give helpful **constraints**



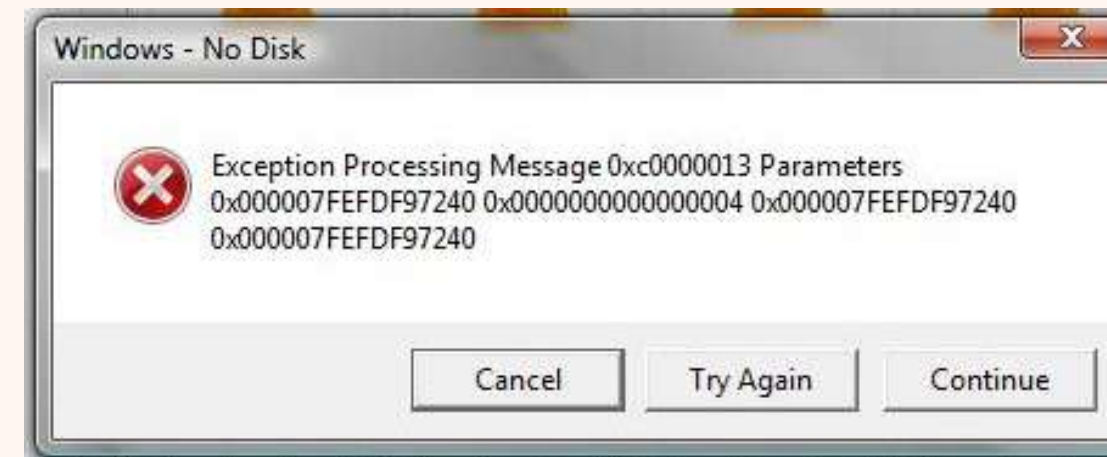
# Warnings for critical actions





# Bad error messages

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



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**

The image shows a 'Create version' dialog box with a light gray border. At the top, the title 'Create version' is in a dark blue font. Below the title is a red error message box with a white exclamation mark icon and the text 'A version with this name already exists in this project.' Below the error message is a 'Name' field with a red asterisk, containing the text '1.0'. Below the 'Name' field is a 'Status' dropdown menu with the text 'Select...' and a downward arrow. At the bottom right of the dialog are two buttons: 'Cancel' and 'Save' (which is blue with white text). The background of the dialog is a blurred screenshot of a software interface showing a table with columns 'Status' and 'Release'.



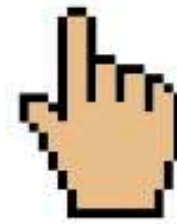
# Other Heuristics Principles

[www.nngroup.com](http://www.nngroup.com)



Visibility of  
System Status

1



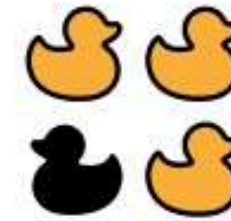
Match Between  
System & Real World

2



User Control  
And Freedom

3



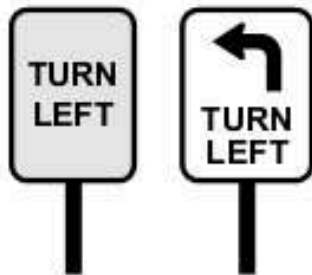
Consistency  
And Standards

4



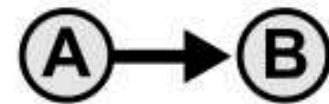
Error  
Prevention

5



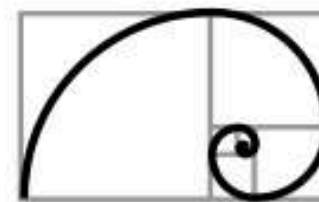
Recognition  
Rather Than Recall

6



Flexibility And  
Efficiency of Use

7



Aesthetic And  
Minimalististic Design

8



Help Users  
With Errors

9



Help And  
Documentation

10

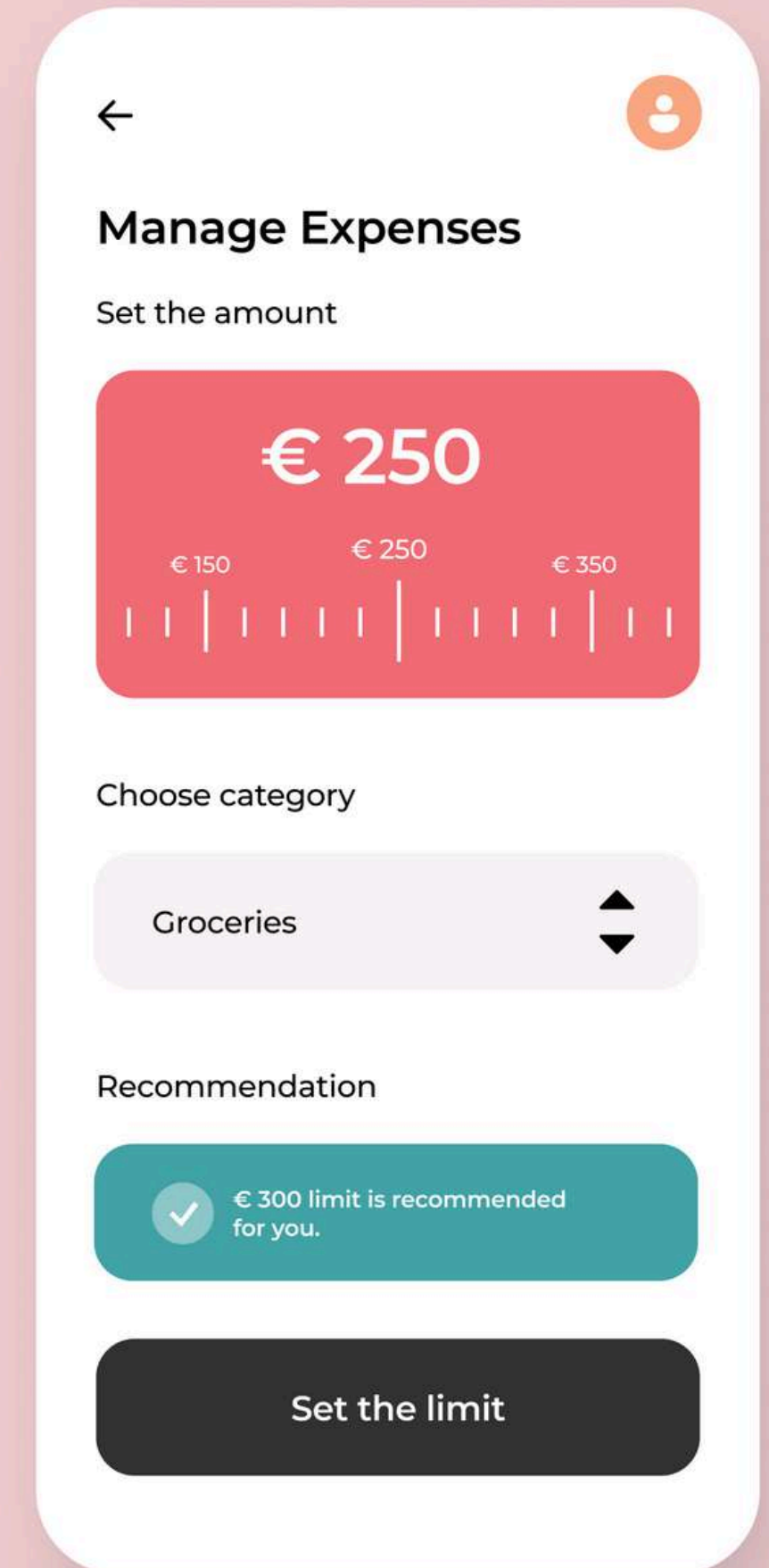
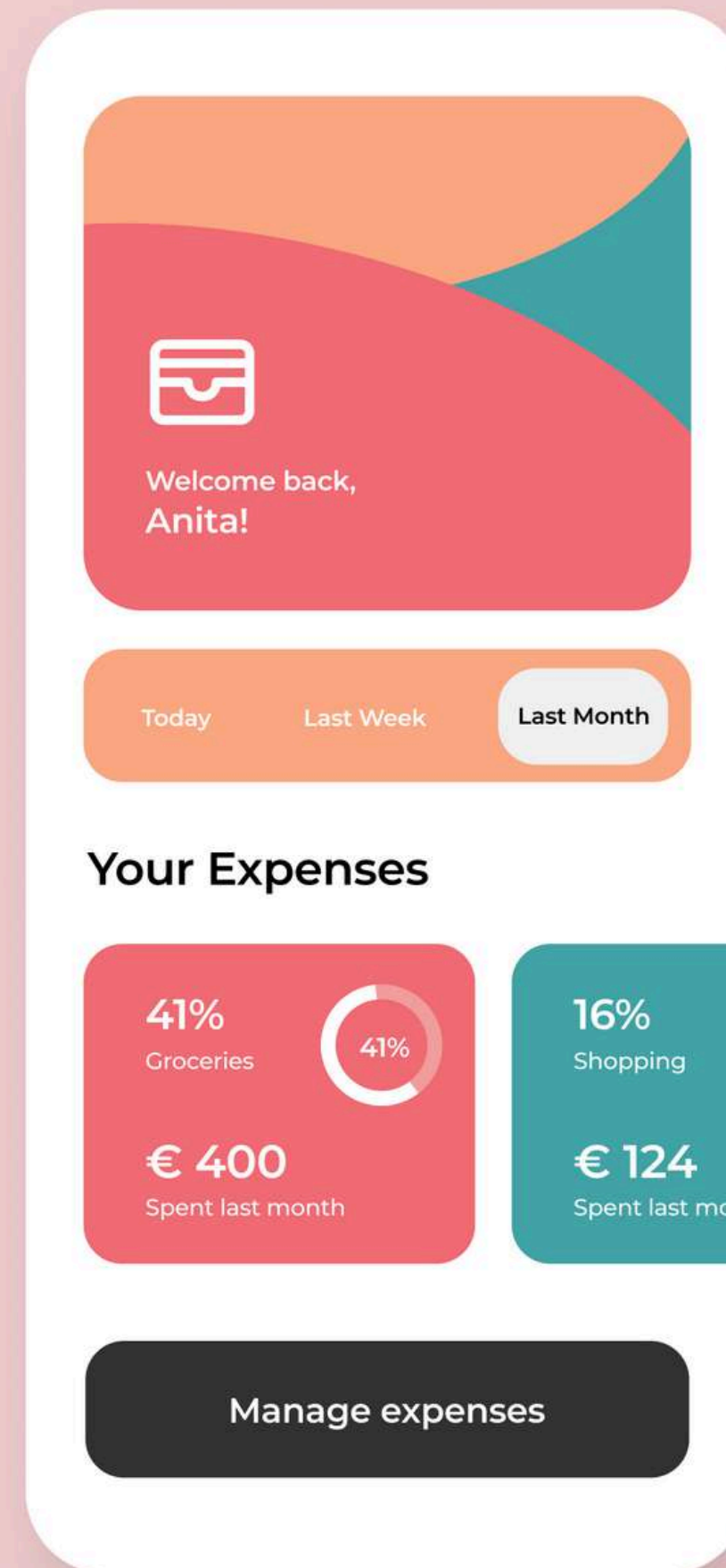
**Pay attention to visual  
aesthetics**



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

# Aesthetic- Usability Effect

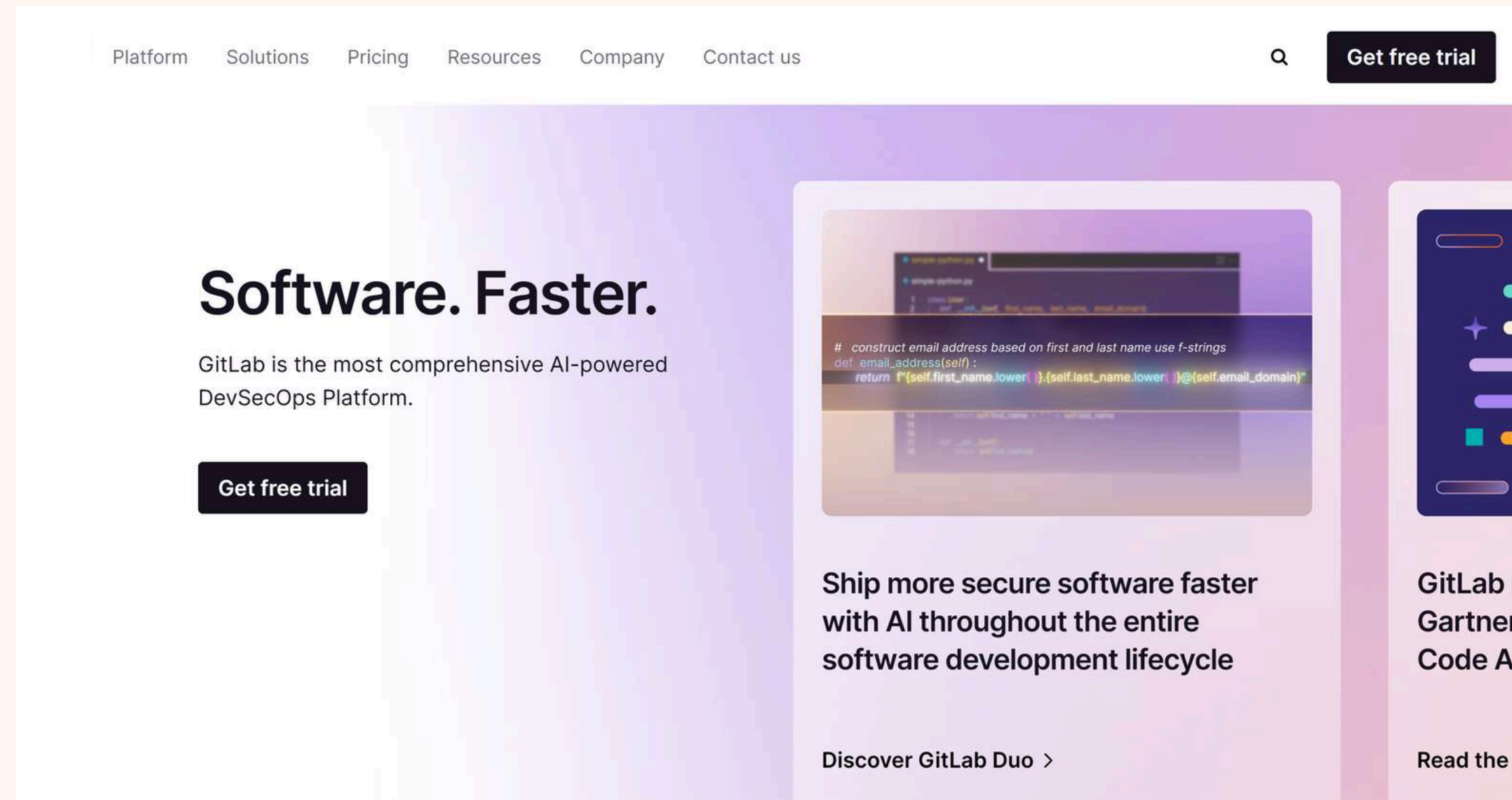
Aesthetically pleasing designs  
are often viewed as **easier to use**





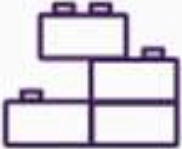
# Simplicity for users

- Minimize **visual clutter** to reduce cognitive load
- Focus on **core features** that benefit users



# Hick's Law

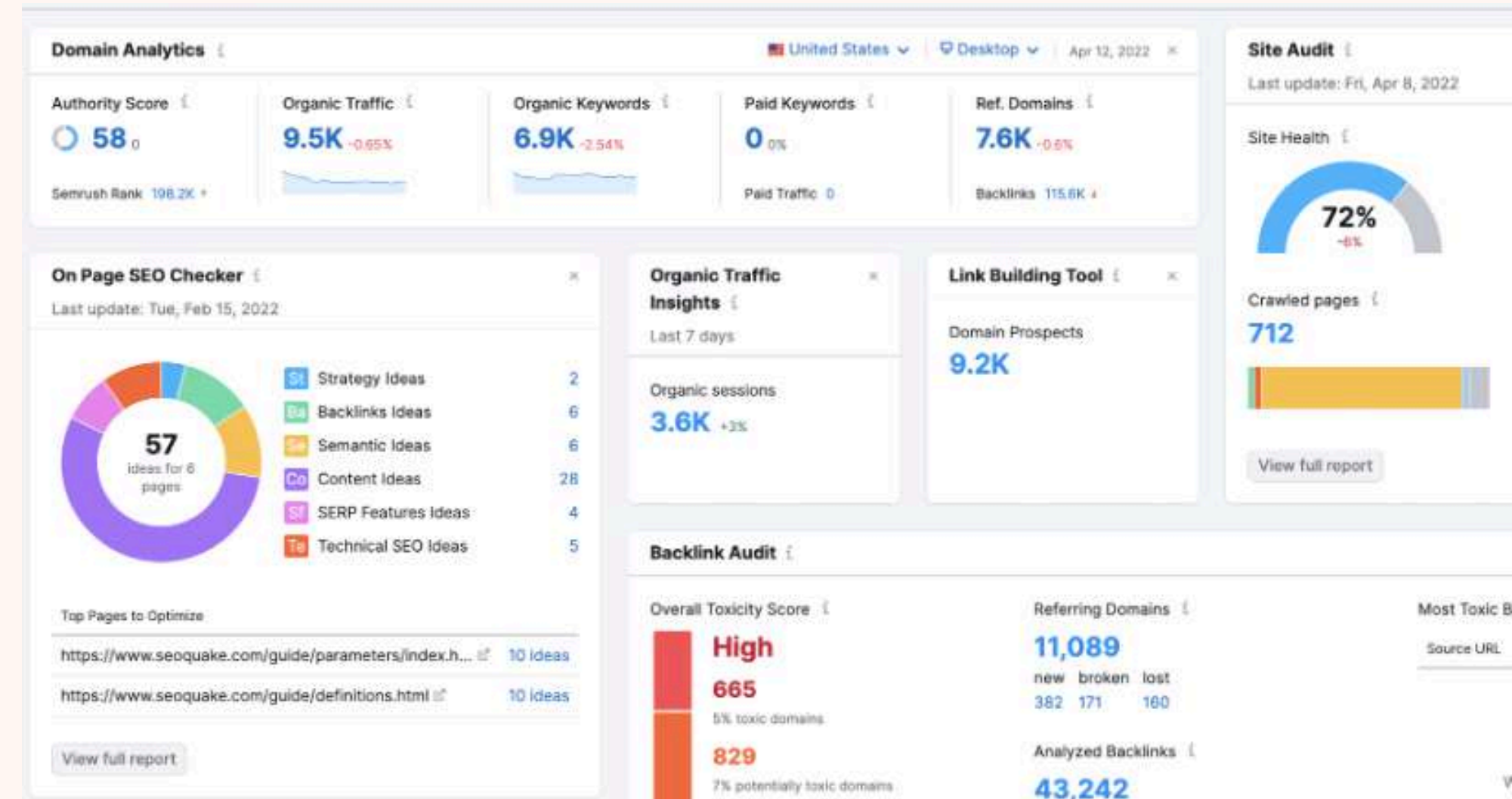
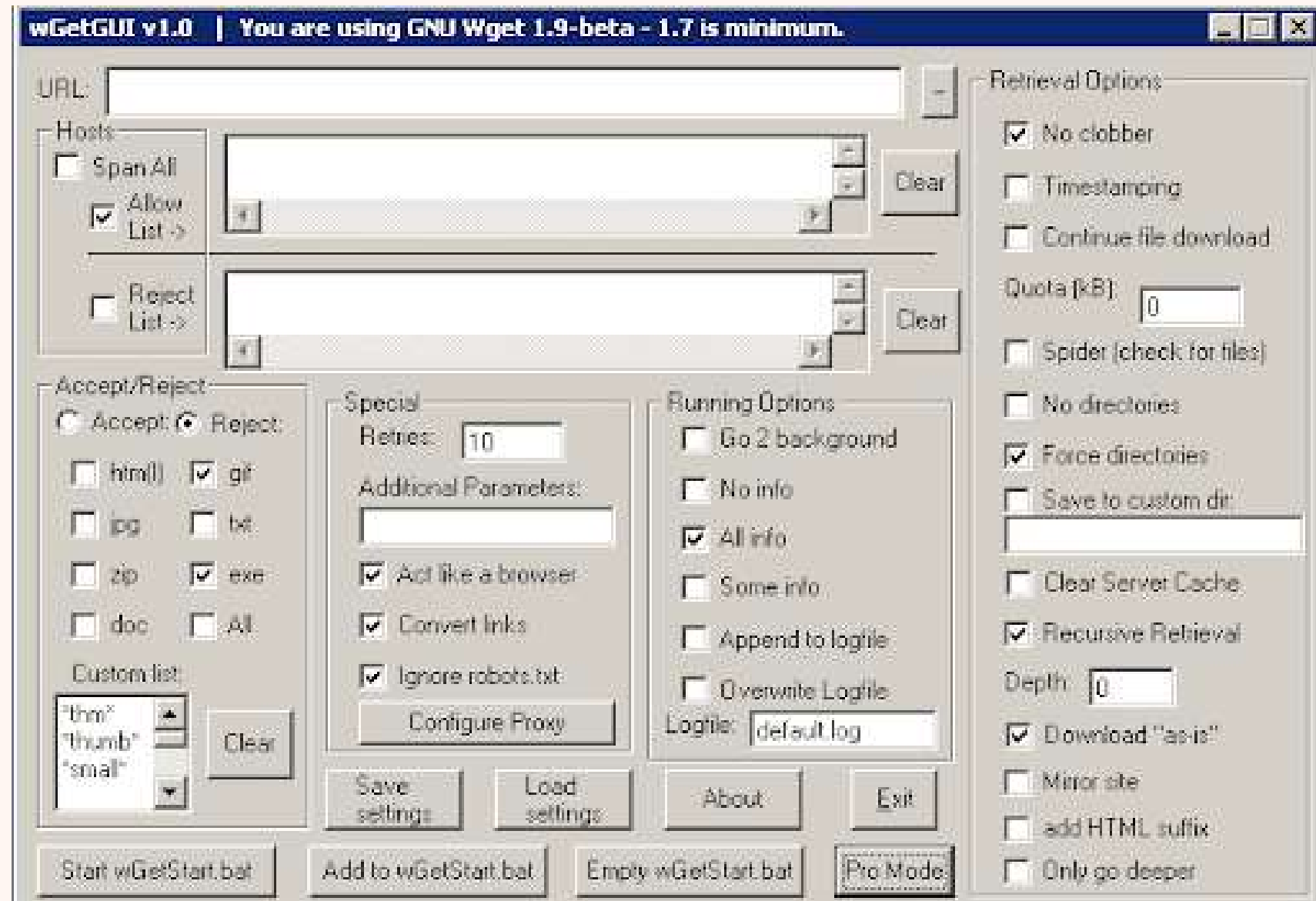
- The time it takes to make a decision **increases** with the **number** and **complexity** of choices.

<h3>Individual</h3> <p><b>\$0</b> free forever</p> <p>Up to 2 seats</p> <p>Try for free</p> <p>For individuals looking to keep track of their work</p>	<h3>Basic</h3> <p><b>\$8</b> seat / month</p> <p>Total \$24 / month Billed annually</p> <p>Try for free</p> <p>Manage all your teams' work in one place</p>	<h3>Standard</h3> <p>Most Popular</p> <p><b>\$10</b> seat / month</p> <p>Total \$30 / month Billed annually</p> <p>Try for free</p> <p>Collaborate and optimize your team processes</p>	<h3>Pro</h3> <p><b>\$16</b> seat / month</p> <p>Total \$48 / month Billed annually</p> <p>Try for free</p> <p>Streamline and run your teams' complex workflows</p>	<h3>Enterprise</h3> <p></p> <p>Contact us</p> <p>For organizations seeking enterprise-grade features</p>
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# Overwhelming interfaces

Too much information on one screen



# Visual Consistency

Unified patterns, colors, typography,  
and UI elements



Button 1

*Button 2*

Button 3



# Visual Consistency

Unified patterns, colors, typography, and UI elements



Button 1

*Button 2*

Button 3



Button 1

Button 2

Button 3

# 60-30-10 Rule

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







Files

Paper

Sharing

Recents

File requests

Deleted files

Acme Inc  
34 Members

## My Files > Annual Report

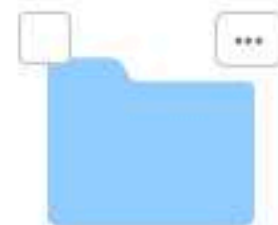
Search



Sort by Newest ▾



TODAY



Clients



Brand\_proposal.docx



Project\_plan.xlsx



Presentation.pptx

YESTERDAY



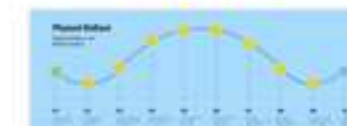
Cover\_image.jpg



Design\_mock.sketch



Acme\_inc\_moodboard  
.psd



Rollout\_map.pdf

Share



Upload Files

New shared folder

New folder

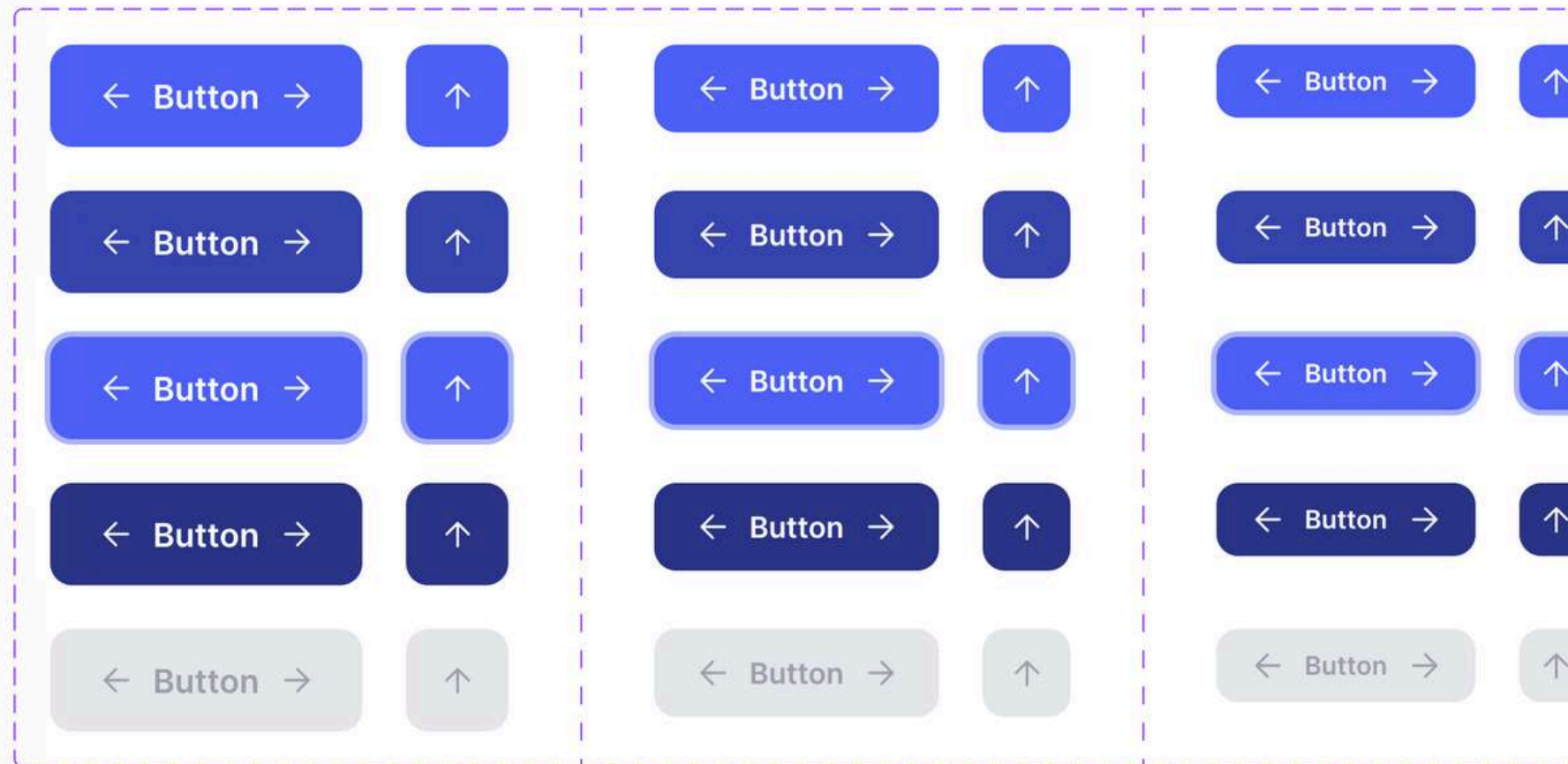
Show deleted files

tetianagulei.com

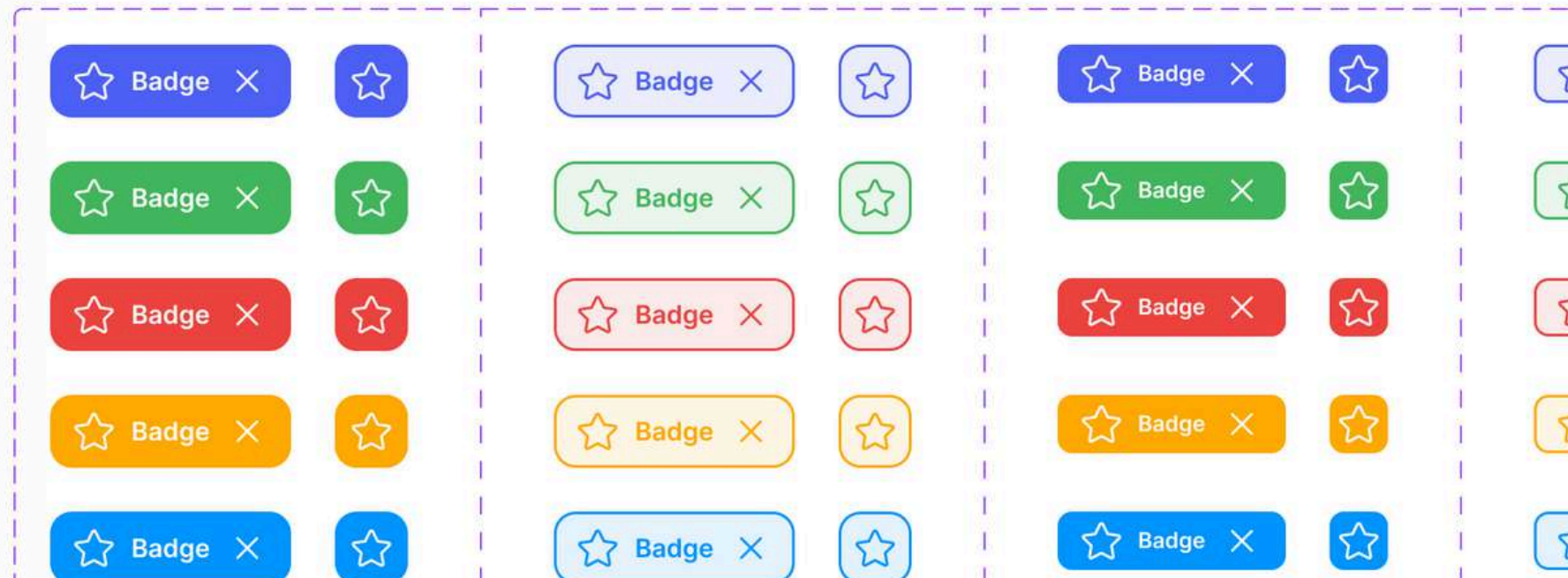
## Components

FULLY AUTO-LAYOUT

### Button 5 sizes / 3 styles



### Badge & Chip 3 sizes / 2 styles



Source: figma.com

# Design systems

- A collection of **reusable** components, patterns, and guidelines
- Speed up development work



# Make your interface accessible

Make it usable by all users

Core trust element



# **Accessibility basics for your interface**



Keyboard navigation

# Accessibility basics for your interface

# Accessibility basics for your interface

Keyboard navigation

Alternative text option



# Accessibility basics for your interface

Keyboard navigation

Alternative text option

Color contrast

# Accessibility basics for your interface

Keyboard navigation

Alternative text option

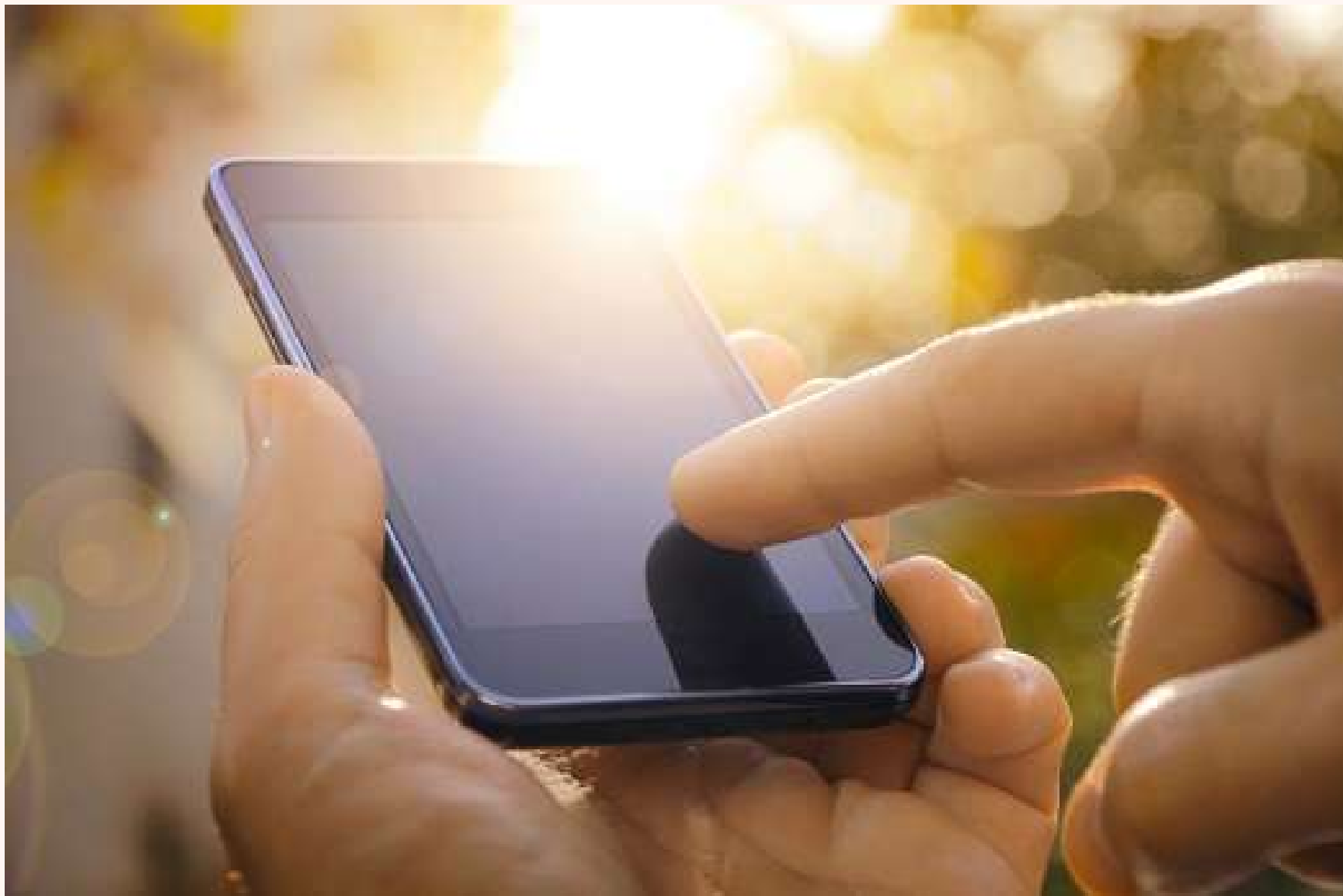
Color contrast

Accessible media



# Situational limitations

Temporary or context-dependent conditions



**Borrow trust** from others  
with social proof



# Place them strategically



## Homepage

A separate section



## Product page

With all reviews



## Before the call to action

Create confidence

# Specific experiences



# Specific experiences



Great service!

**Anna Smith**

Executive Business Developer

# Specific experiences



Great service!

**Anna Smith**

Executive Business Developer



This tool has saved us from mountains of paperwork and accelerated our work process. We can now complete tasks that used to take a month in just one week.

**Anna Smith**

Executive Business Developer



# Include real name and photo



This tool has saved us from mountains of paperwork and accelerated our work process. We can now complete tasks that used to take a month in just one week.

**James van Doorn**  
Marketing Coordinator

# Include real name and photo



This tool has saved us from mountains of paperwork and accelerated our work process. We can now complete tasks that used to take a month in just one week.

**James van Doorn**  
Marketing Coordinator



This tool has saved us from mountains of paperwork and accelerated our work process. We can now complete tasks that used to take a month in just one week.



**James van Doorn**  
Marketing Coordinator



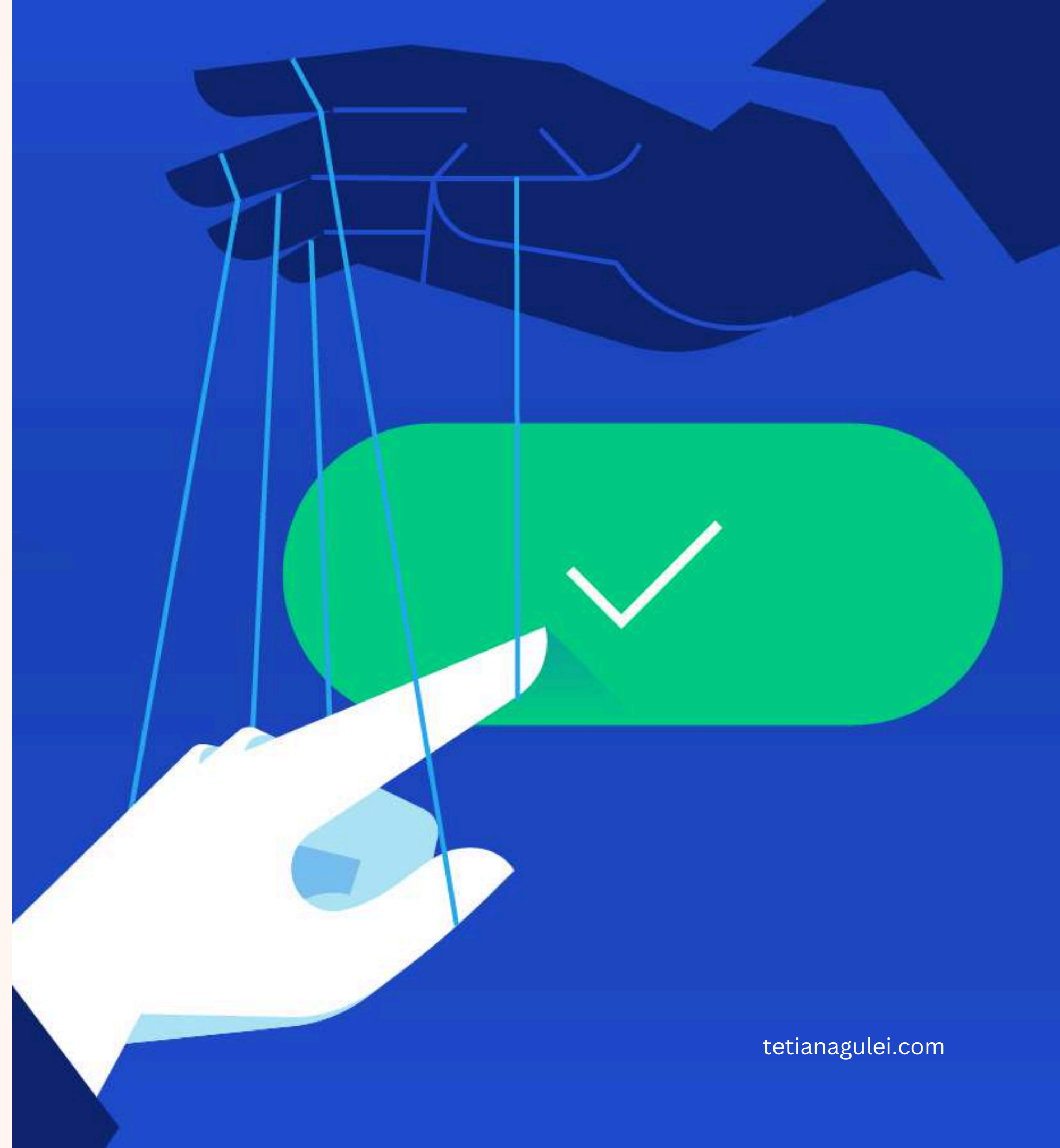
**F A K E  
C T**

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

The image displays three Airbnb listings in the Netherlands, each with a heart icon in the top right corner. The first listing, in Putten, has a rating of 4.98 stars and is 49 kilometers away, with a price of €127 per night for Jan 20-25. The second listing, in Delft, has a rating of 4.79 stars and is 53 kilometers away, with a price of €188 per night for Jan 2-7. The third listing, also in Delft, has a rating of 5.0 stars and is 49 kilometers away, with a price of €127 per night for Jan 20-25. A blue dashed box highlights the Putten listing. An arrow points from the listings to a summary box on the right. The summary box shows a price of €89 per night, a 'Reserve' button, and a breakdown of costs: €89 x 2 nights = €178, Cleaning fee = €80, and service fee = €44, totaling €302. A blue dashed box highlights the total cost.

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

★ 4.79 Delft, Netherlands 53 kilometers away Jan 2 – 7 €188 night

€ 89 night

CHECK-IN 1/22/2025 CHECKOUT 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
- Free trial trap
- Payment credentials required

**Benefits**

- ✓ An account will be created
- ✓ Modify your resume in any place
- ✓ Create **unlimited resumes**
- ✓ Access to **361,817** vacancies
- ✓ **Professional** resume templates
- ✓ **Send and track** your job applications
- ✓ Automatically renewed after 7 days
- ✓ Create **application letters** easily
- ✓ Cancel any time

**TETIANA GULEI**

PERSONAL  
Name  
Tetiana Gulei  
Email  
tetianag23@gmail.com

**\$1.95**  
~~\$24.95~~

VISA AMERICAN EXPRESS MasterCard PayPal

Please enter your card details below to make a payment.

tetianagulei.com

# Misdirection

- Trick users into clicking
- Confusing buttons
- Misleading language

Eindhoven ✈ London Stansted

Return • 22 Jan - 26 Jan • 1 person

Edit search

### Choose your fare

*\* The selected fare type applies to all passengers for all flights*

1 small bag ⓘ  
Must fit under the seat in front

Reserved seat ⓘ  
Just not the pilot's seat!

Priority boarding ⓘ  
Priority access to the overhead lockers

★ BEST FOR YOUR TRIP TO LONDON

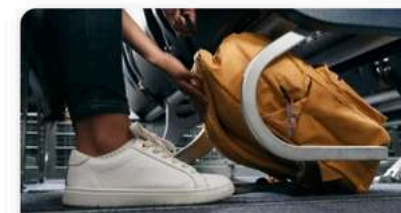
Board 1st and get your bag in overhead locker

BASIC Travel light	REGULAR Choose your seat and 10kg bag on board	PLUS Free airport check-in and a huge 20kg bag
Continue for €29.98	+€22.43 on each flight	+€29.74 on each flight
✓	✓	✓
	✓ Specific rows available	✓ Specific rows available
	✓	



## REGULAR is ideal for your trip!

Basic does not include a 10kg overhead locker bag, priority boarding or seat selection.  
Upgrade to Regular for only **€22.43 more** per person on each flight.



### BASIC

*Travel light*



### REGULAR

*Choose your seat and 10kg bag on board*



1 small bag



Reserved seat



*Specific rows available*



Priority boarding



10kg overhead locker bag



**€29.98**

Total price

just **€22.43 more**

on each flight

Continue with Basic

Switch to Regular

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.<sup>00</sup>

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 →

# Privacy policy and terms

- Communicate it on your website
- Place a link in the relevant pages
- **Don't preselect** options for users

## Create a free account

Create your free account by filling in the details.

Your name

Your email

Your password

☐ I agree with [Terms and Conditions](#)

☐ I agree with [Privacy Policy](#)

Sign up



# Cookies

- Let users know how you track their behavior
- Give a choice to accept, customize or reject

## **We value your privacy**

We use cookies to enhance your experience, analyze site performance, and deliver personalized content. Learn more in our [Cookie Policy](#)

Accept all

Manage preferences

Reject all

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

A hand holding a glowing lightbulb in front of a dark board covered with numerous colorful sticky notes (pink, orange, and yellow). The scene is dimly lit, with the lightbulb providing the primary source of illumination, creating a warm and creative atmosphere.

# Test and iterate

Keep it user-centric





Slides and  
resources



# Thank you!

Let's connect

[tetianagulei.com](https://tetianagulei.com)

[linkedin.com/in/tetiana-gulei](https://linkedin.com/in/tetiana-gulei)