NDC London 2025

Build Trust with Users Through UX

Tetiana Gulei | tetianagulei.com

Let's play a game!

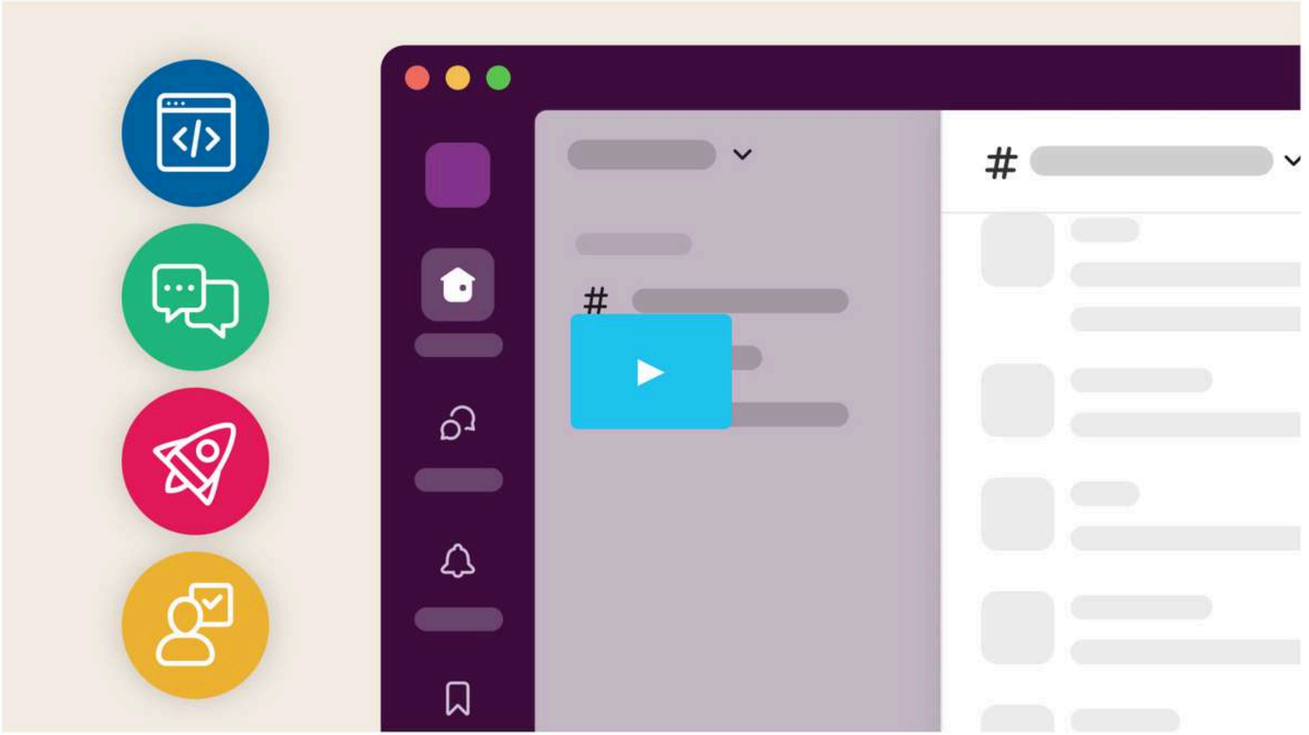
Do you trust this interface?

ENGINEERING

Engineering moves faster in Slack

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

TALK TO SALES GET STARTED



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.

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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More shelves...

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

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Hello!
I'm Tetiana Gulei

linkedin.com/tetiana-gulei
tetianagulei.com

From Ukraine, based in the Netherlands

Senior UX Designer @BIMcollab
Instructor @LinkedIn Learning

Agenda

1. First impression with user-centricity
2. Visual design and accessibility
3. Dark patterns

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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

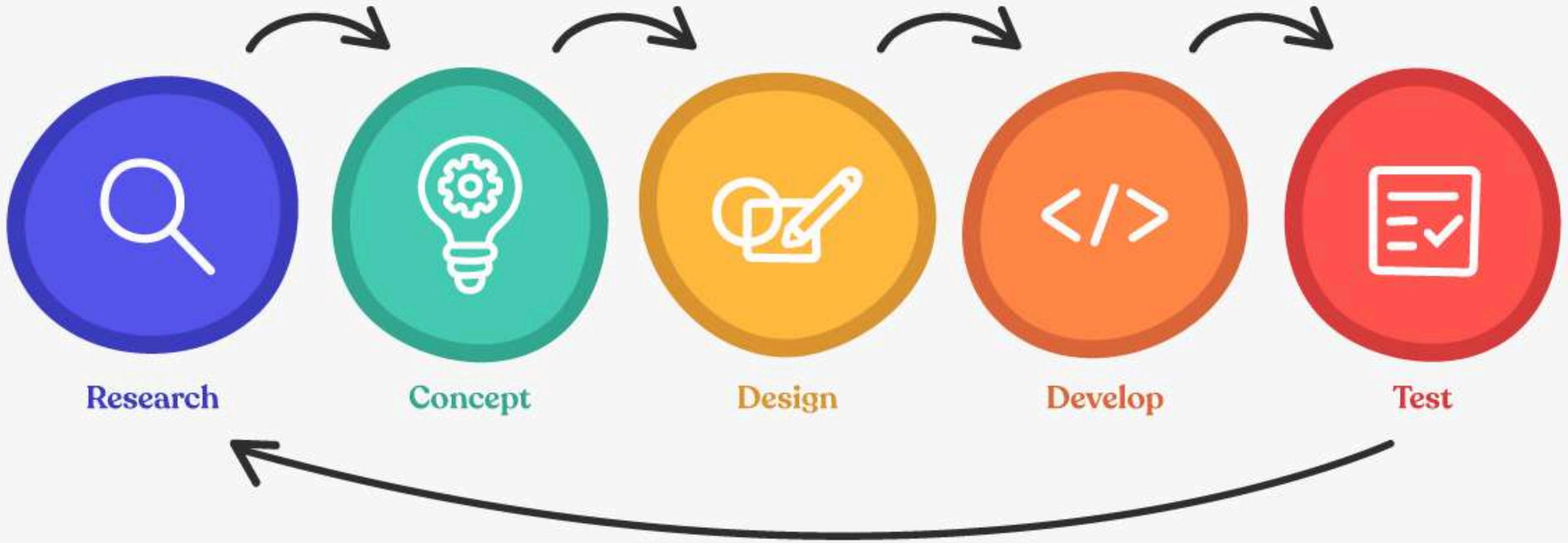
How to make a strong first impression?

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

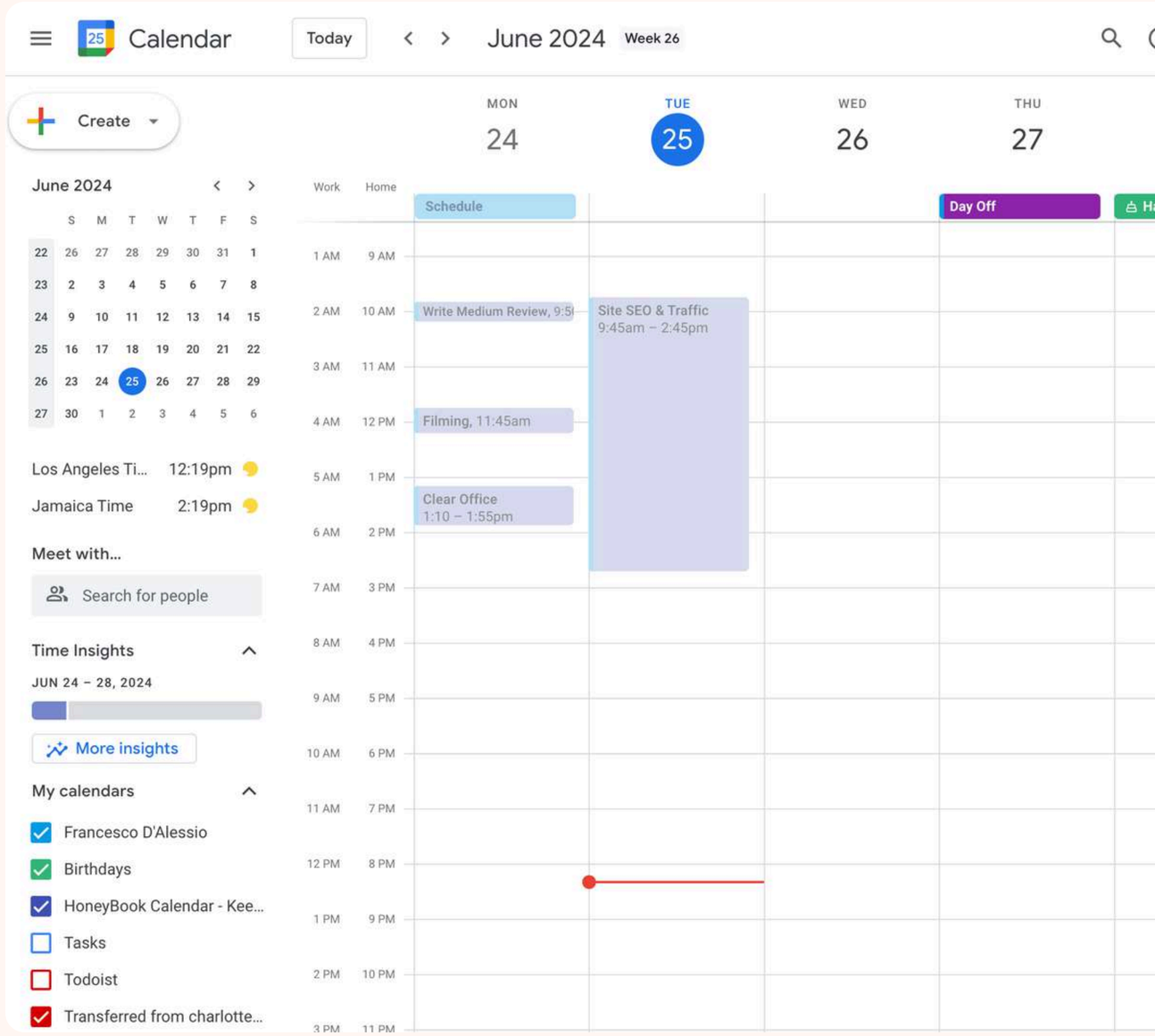
Use the product

Collaborate with UX/UI designers

Make usability the foundation

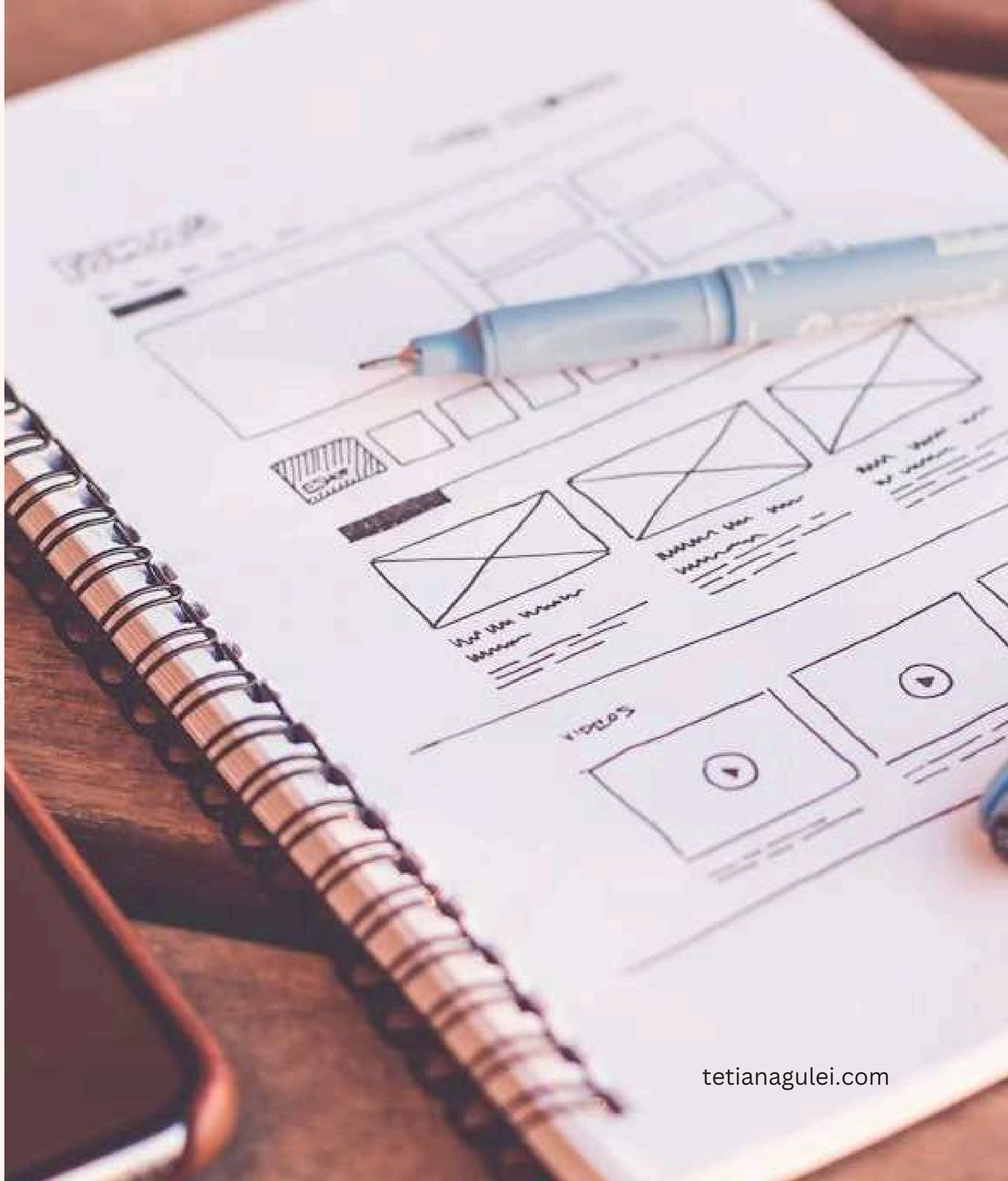
What is usability?

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



10 Usability Heuristics

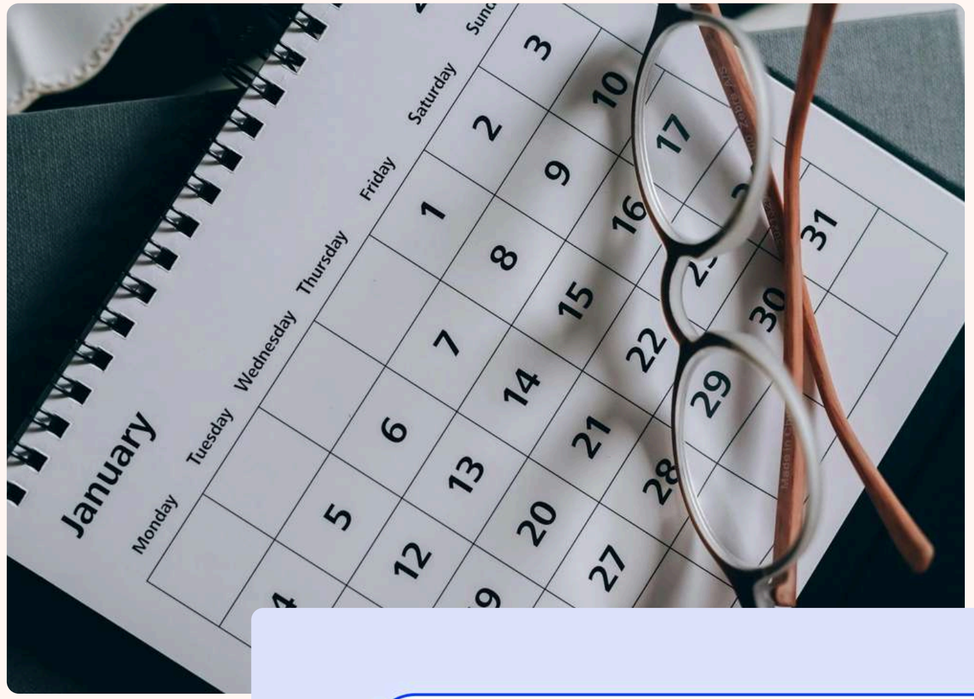
- Rules and guidelines for good design
- Best practices

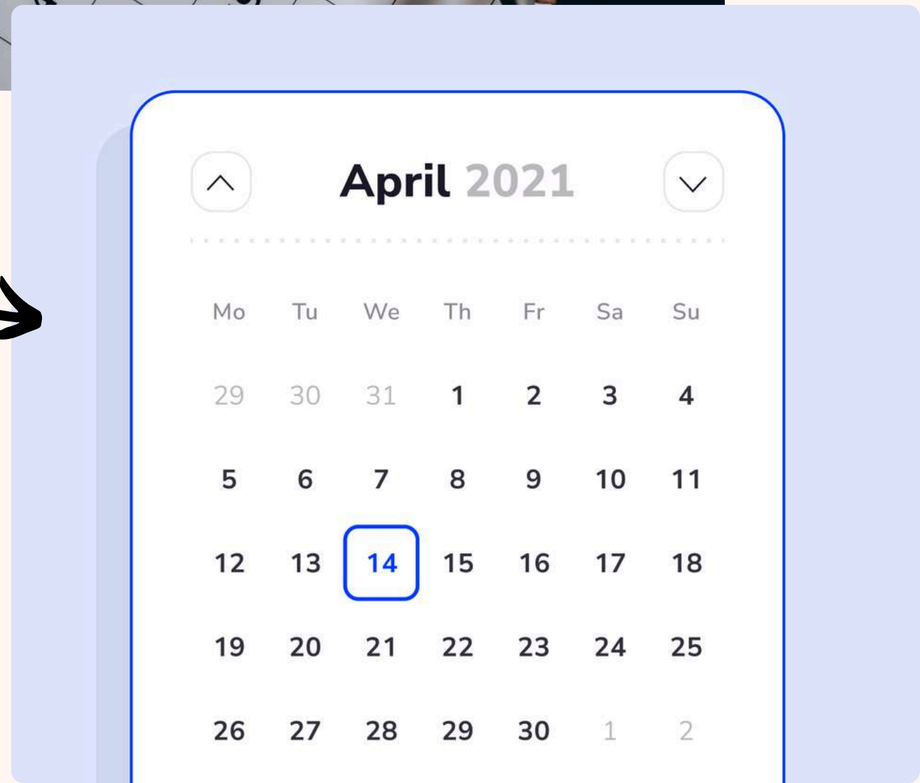


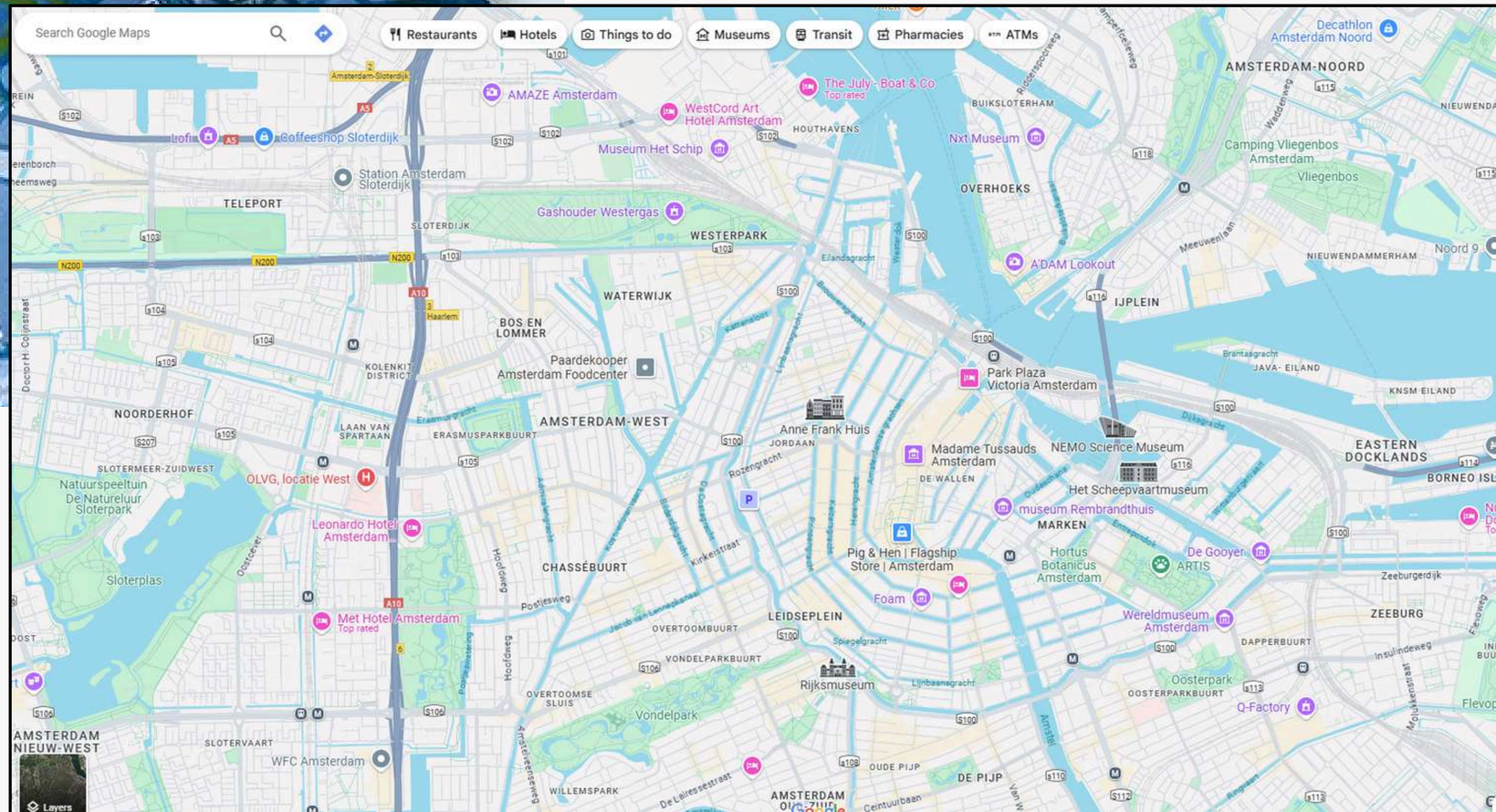
Heuristic 1

Match Between System and Real World

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







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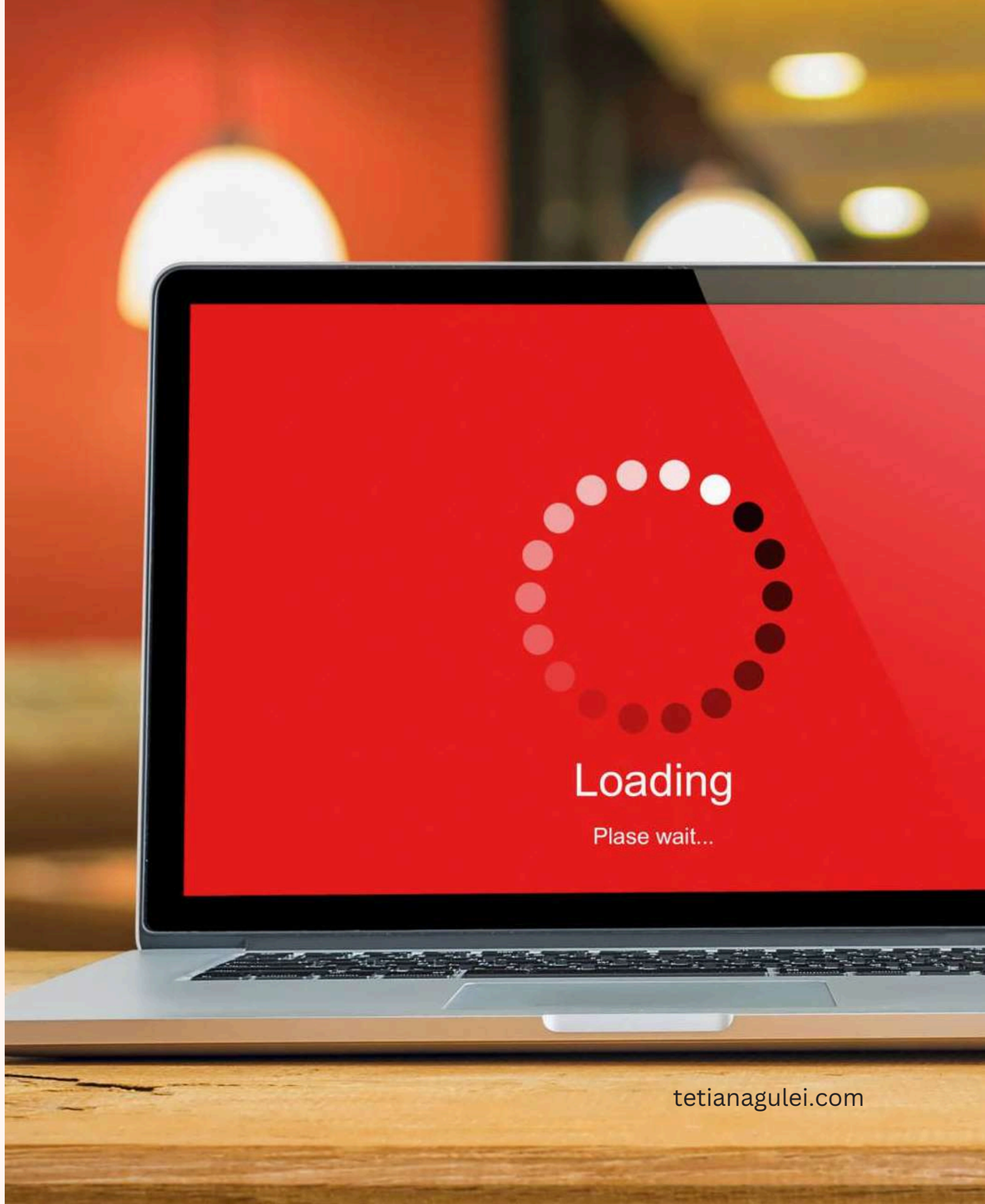
Heuristic 2

Efficiency of use

- Help users **achieve their goals** as quickly as possible.

- Impatience leads to frustration

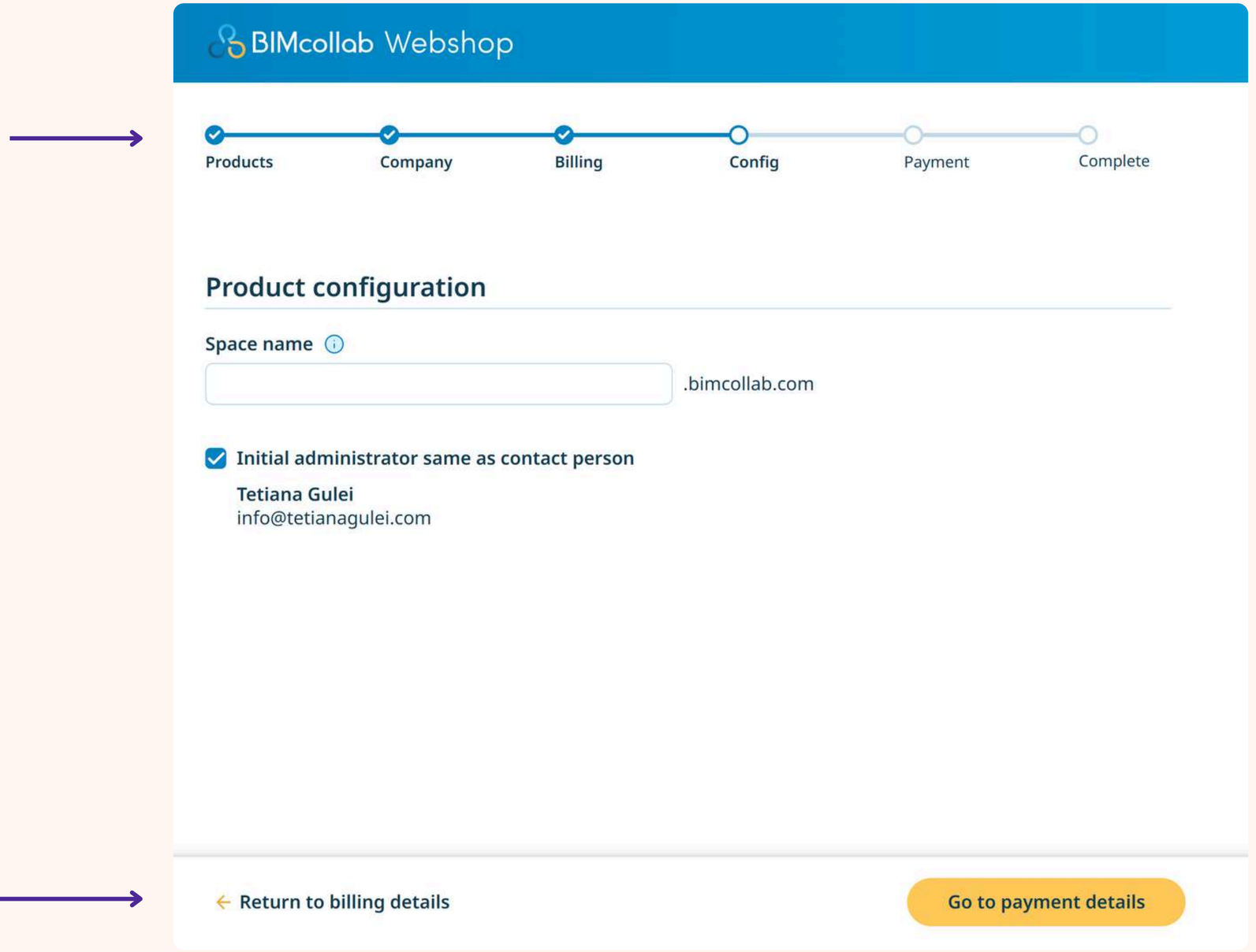


Heuristic 3

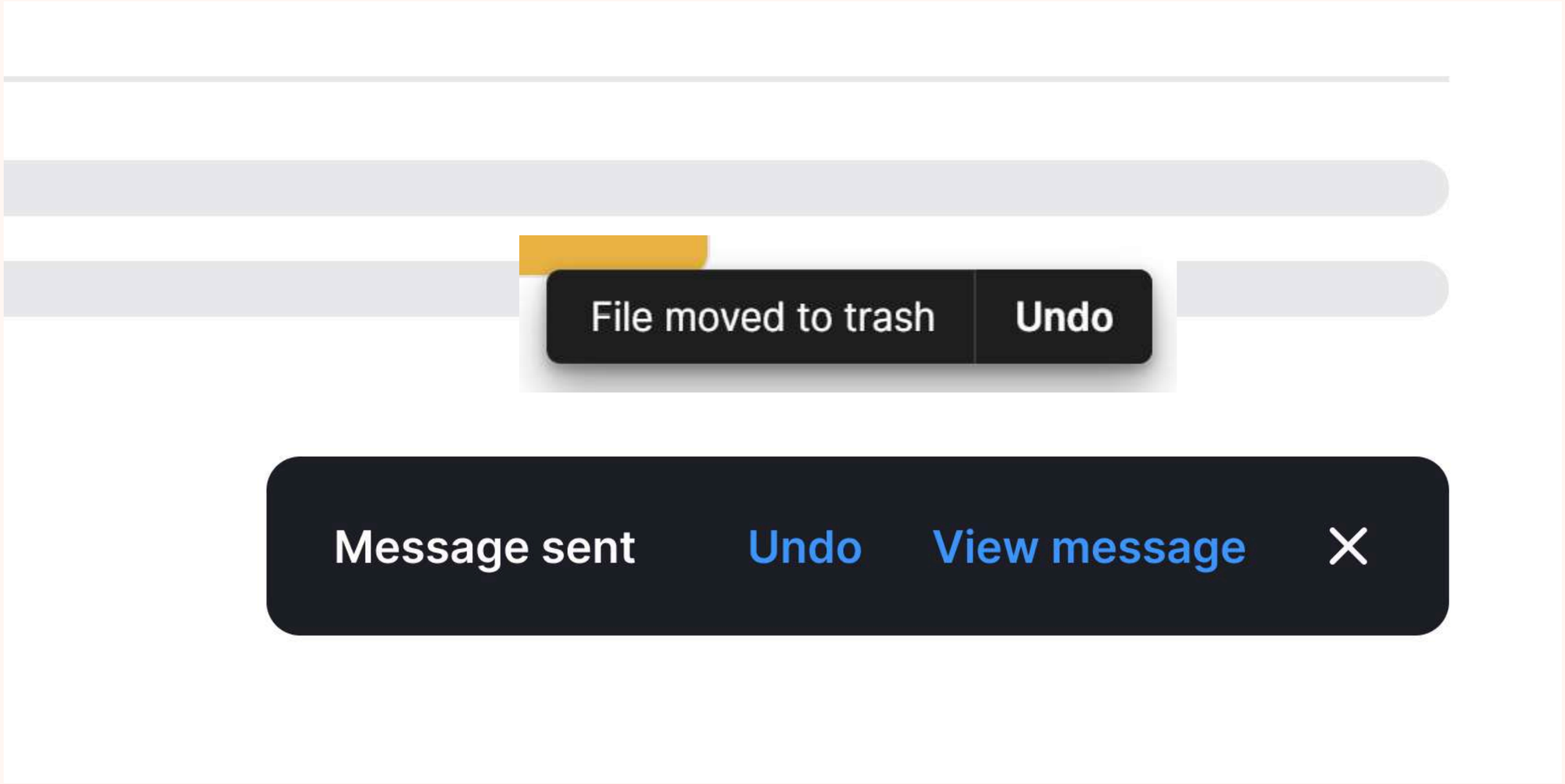
User control and freedom

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

Freedom to go back



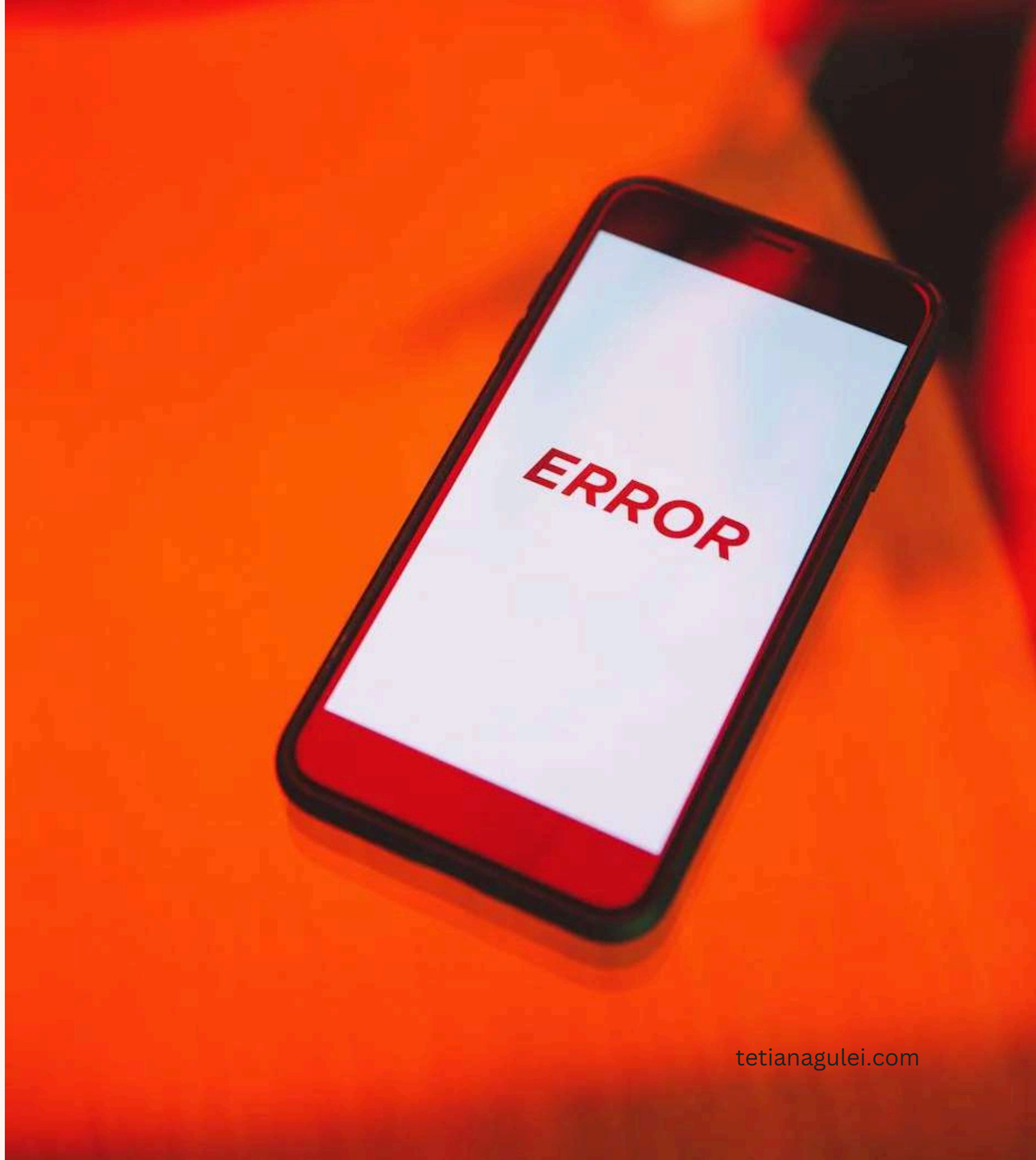
Undo Action



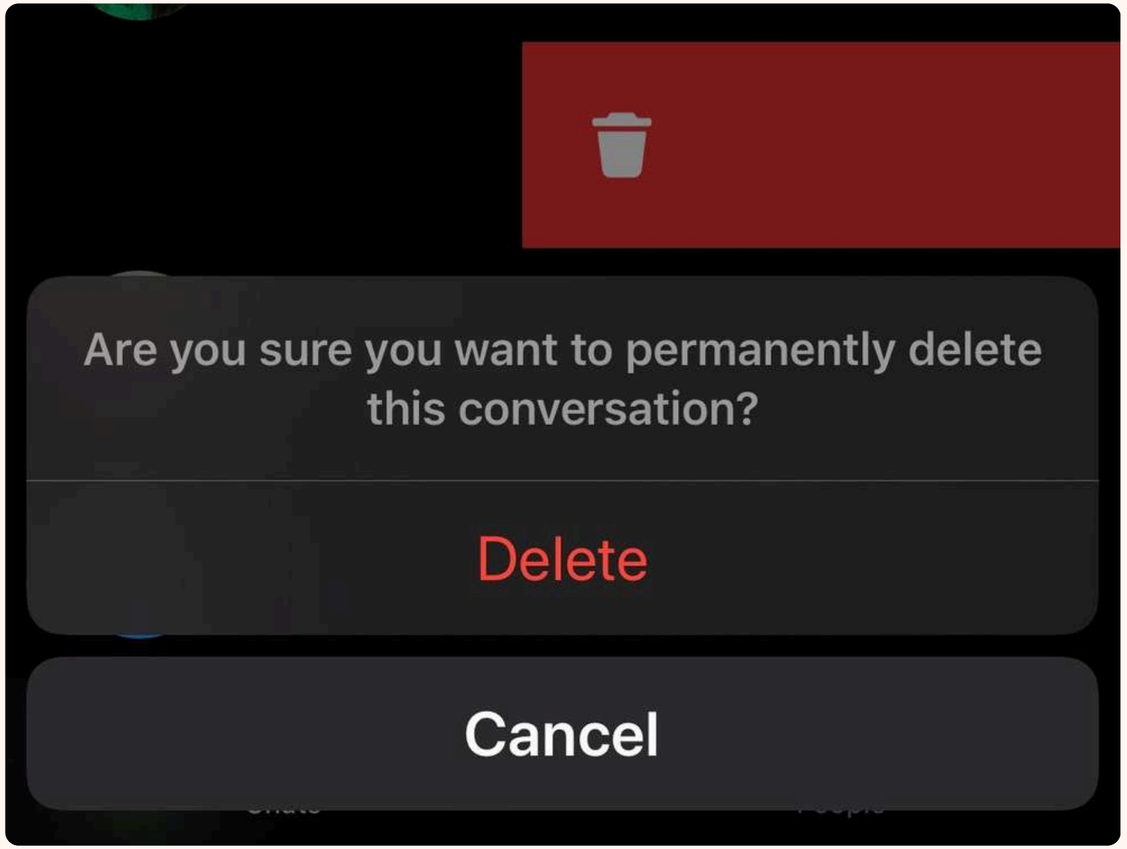
Heuristic 5

Error prevention

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

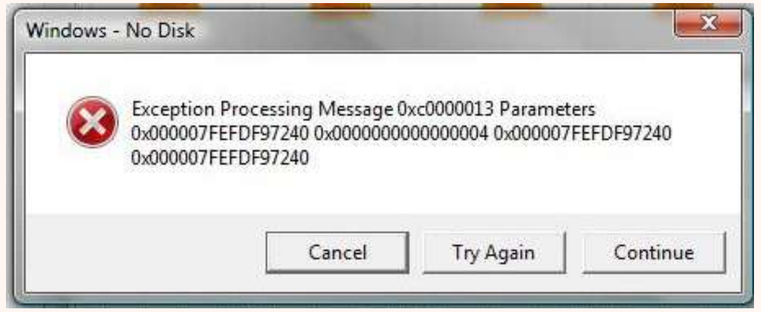


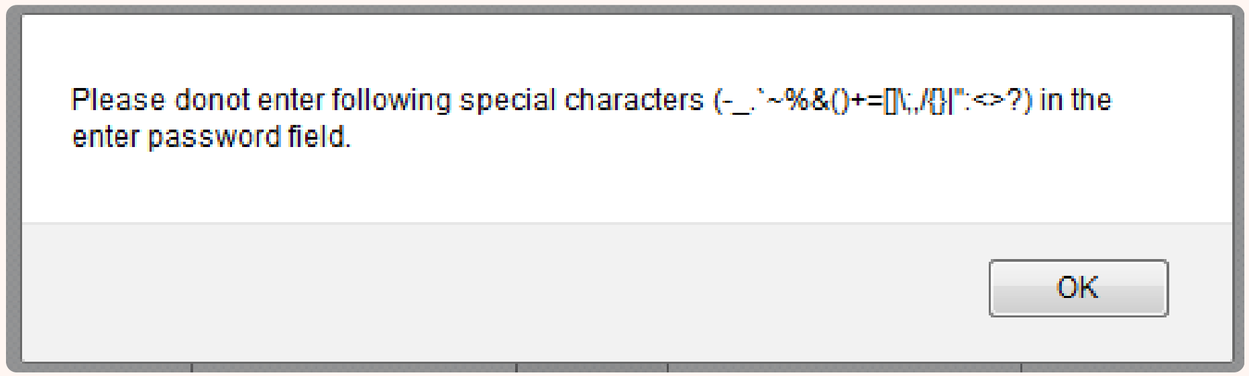
Warnings for critical actions



Bad error messages

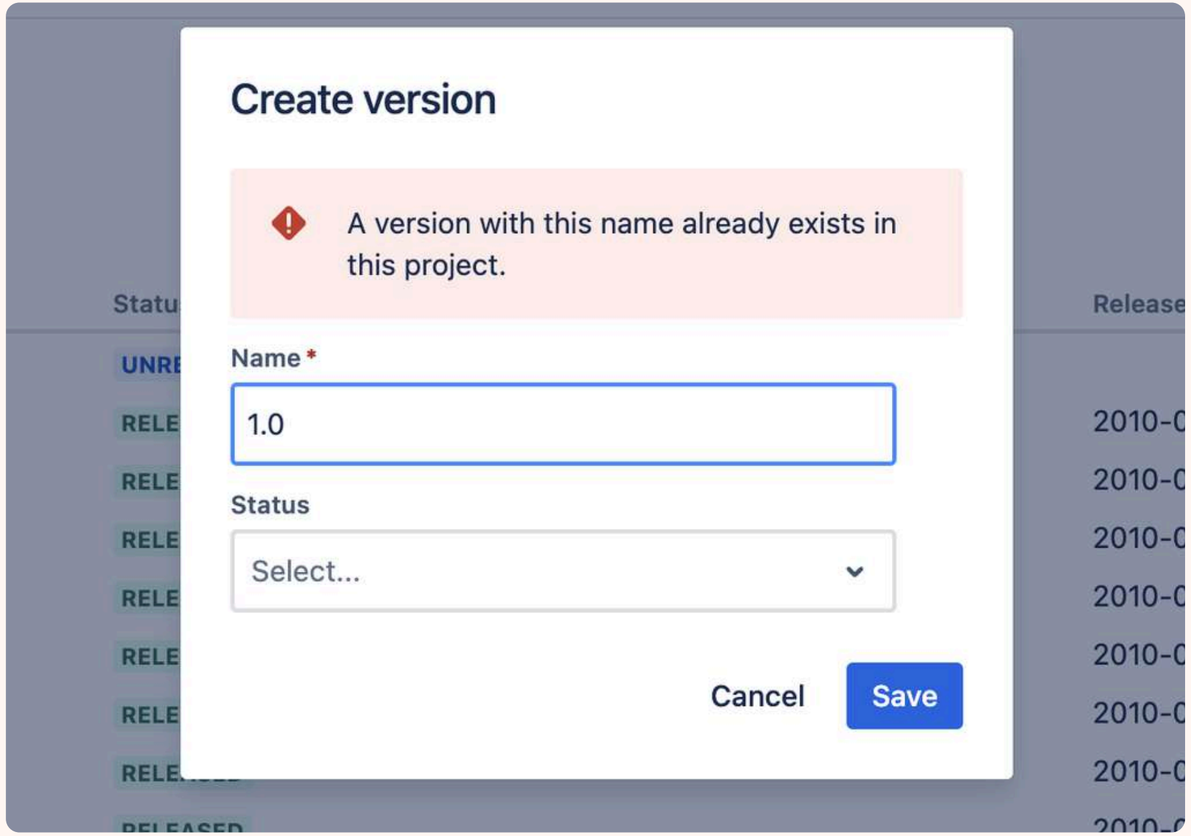
- Written by robots
- Vague and ambiguous
- Blame users
- Without a clear call-to-action





Give clear error messages

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



Other Heuristics Principles

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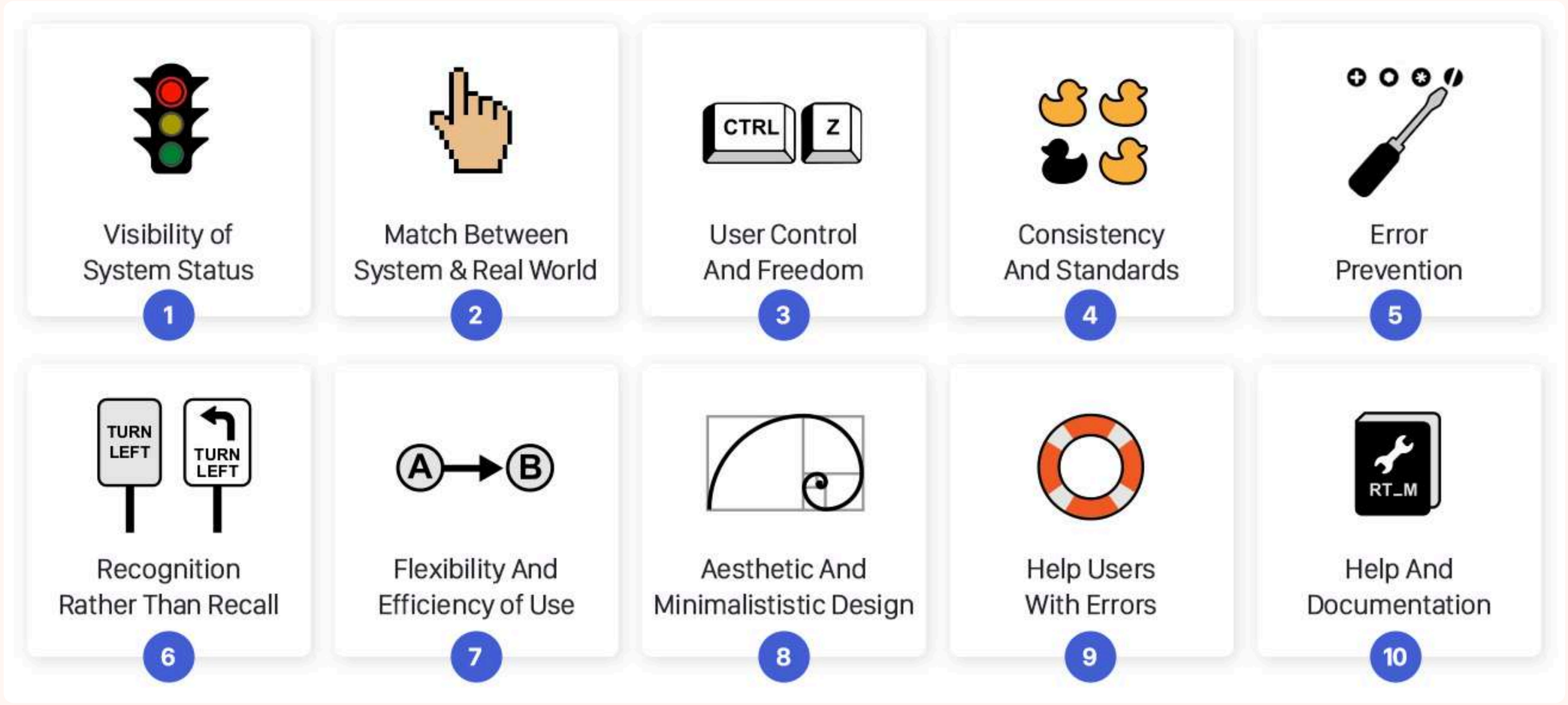
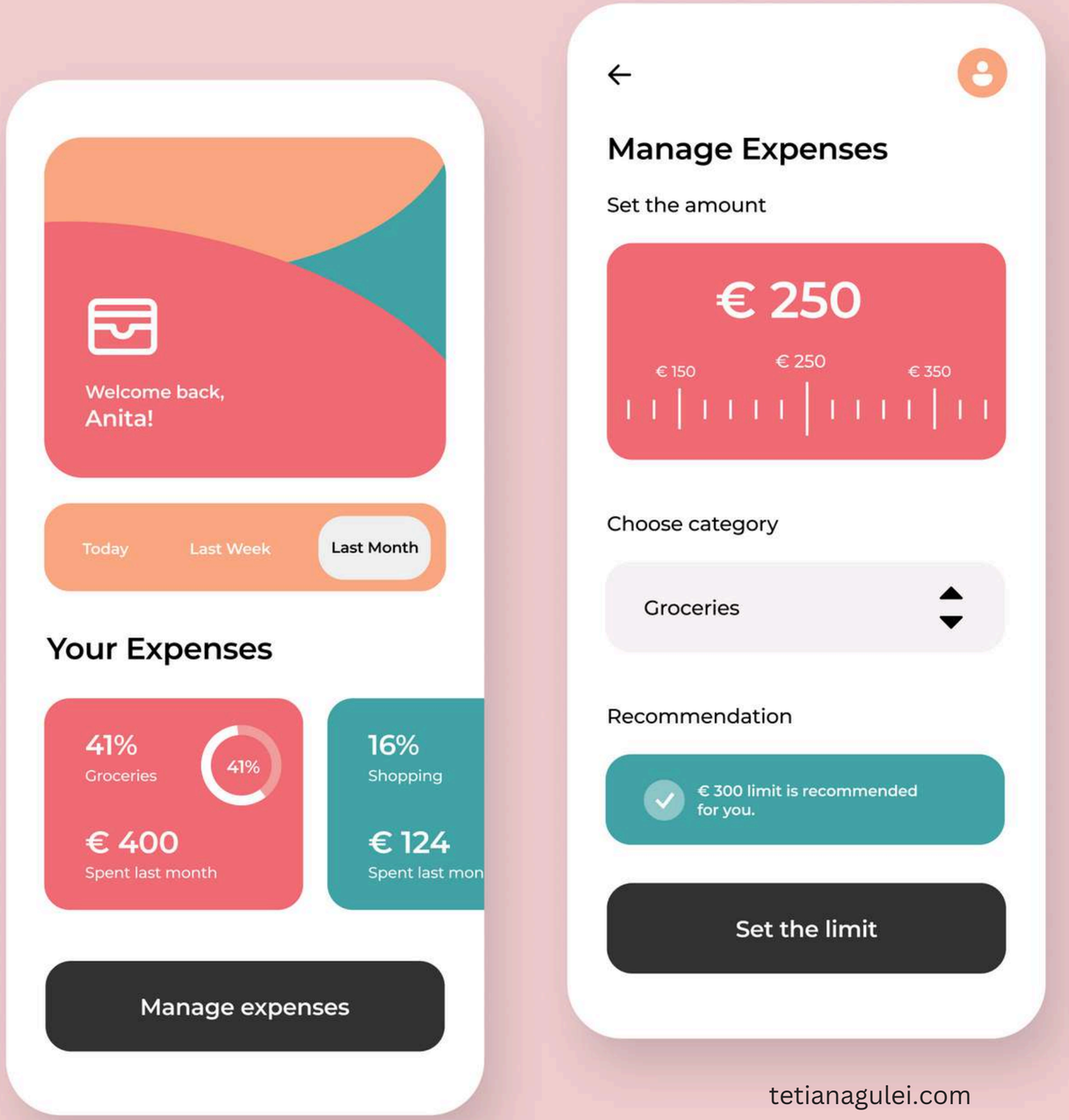


Pay attention to visual aesthetics

Users accept minor errors if they like the user interface

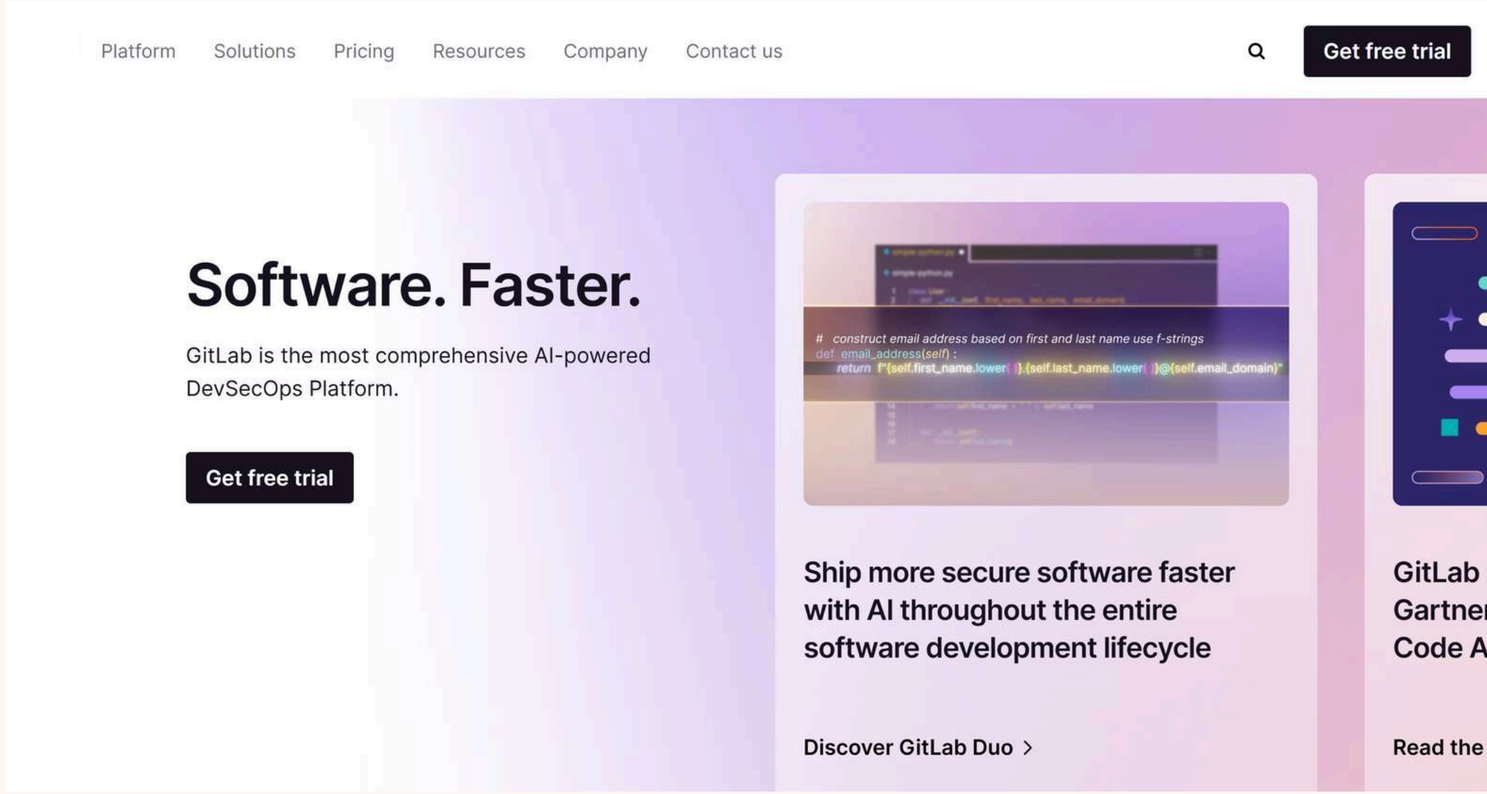
Aesthetic-Usability Effect

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



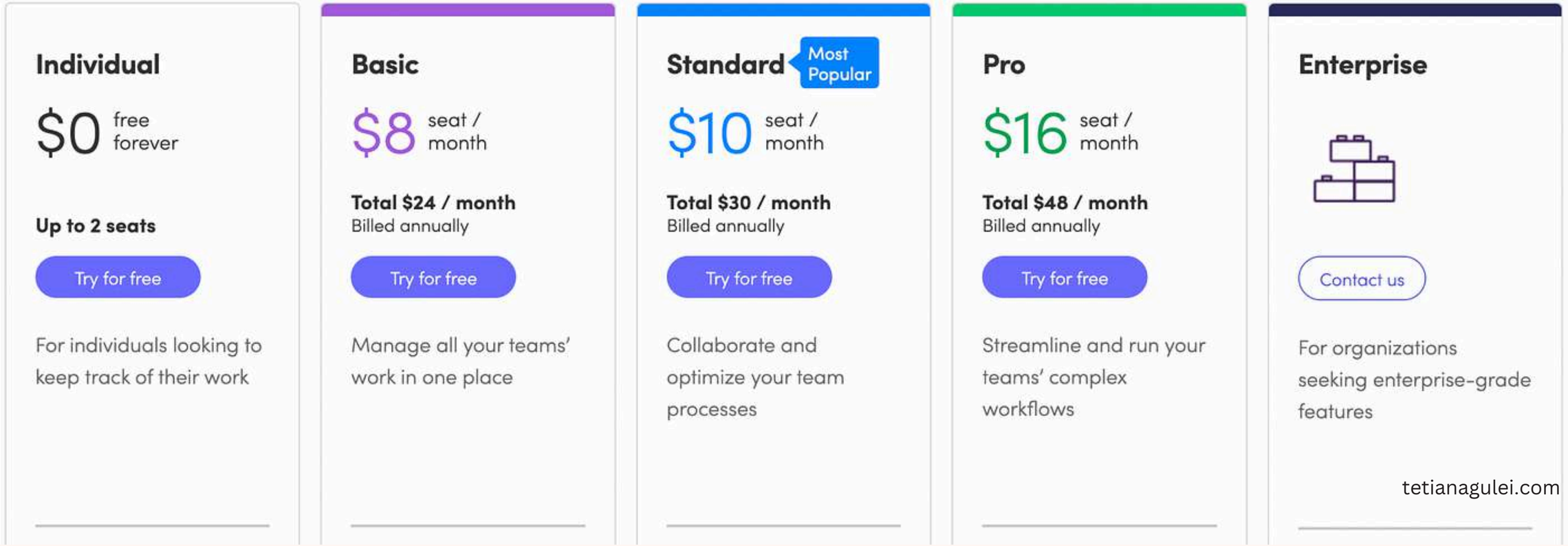
Simplicity for users

- 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.



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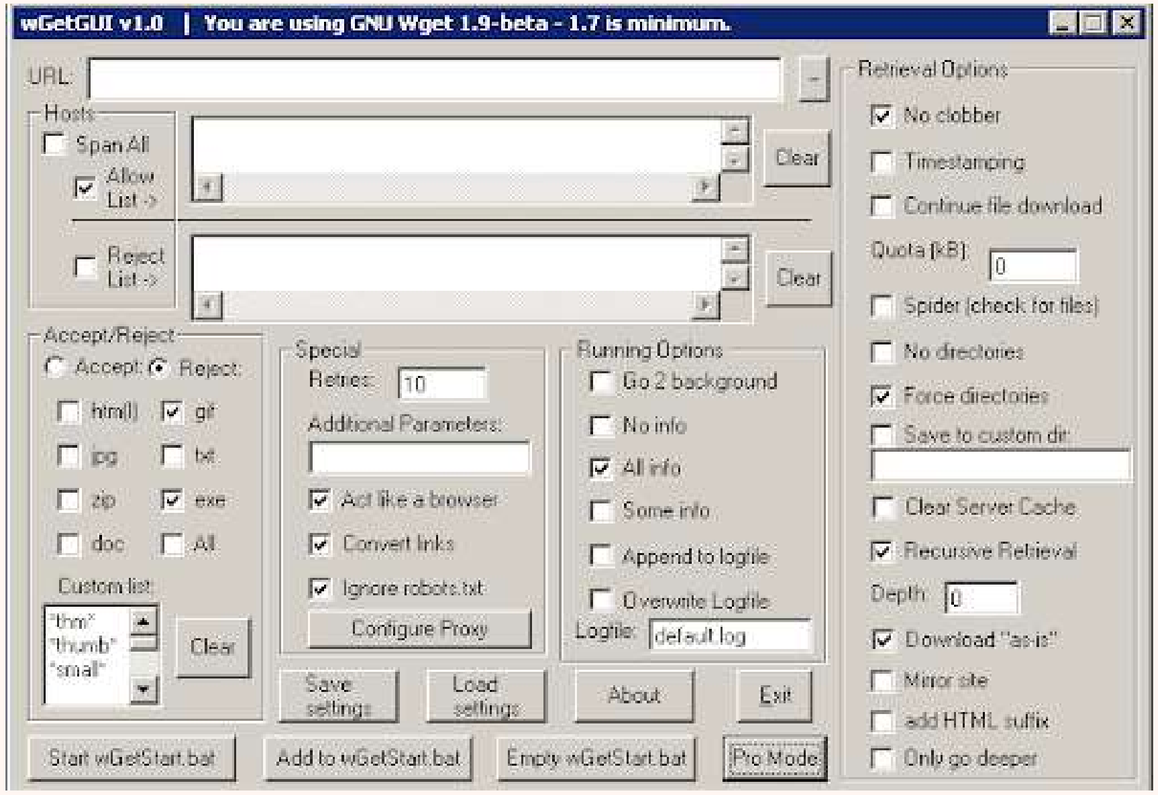
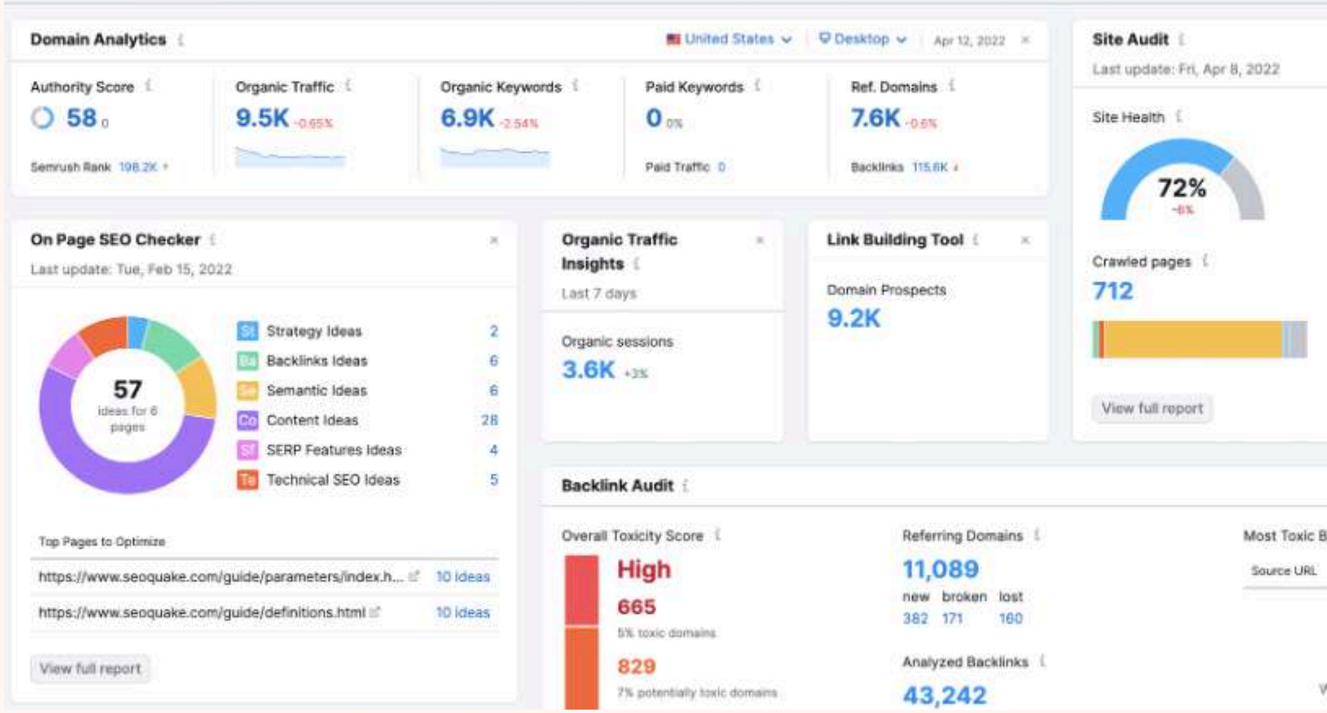
Overwhelming interfaces

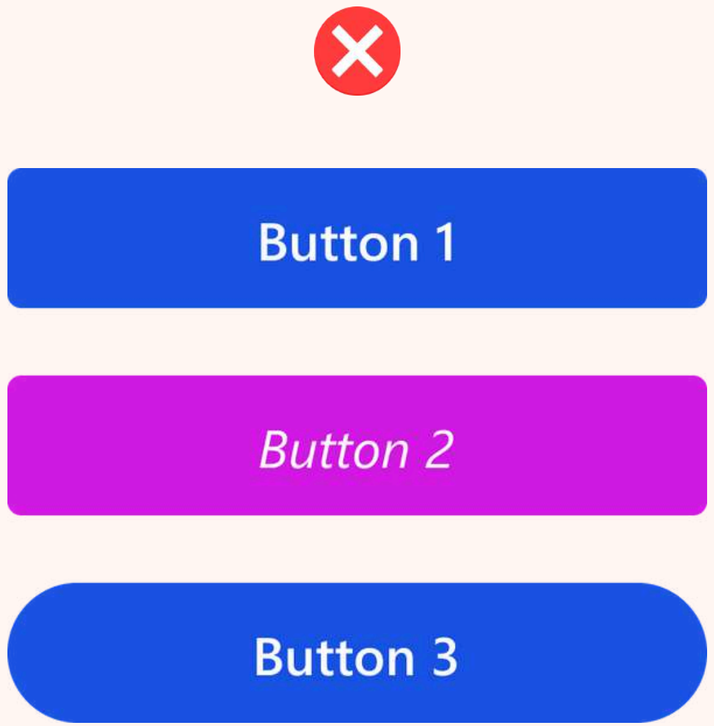
Too much information on one screen





Visual Consistency

Unified patterns, colors, typography, and UI elements



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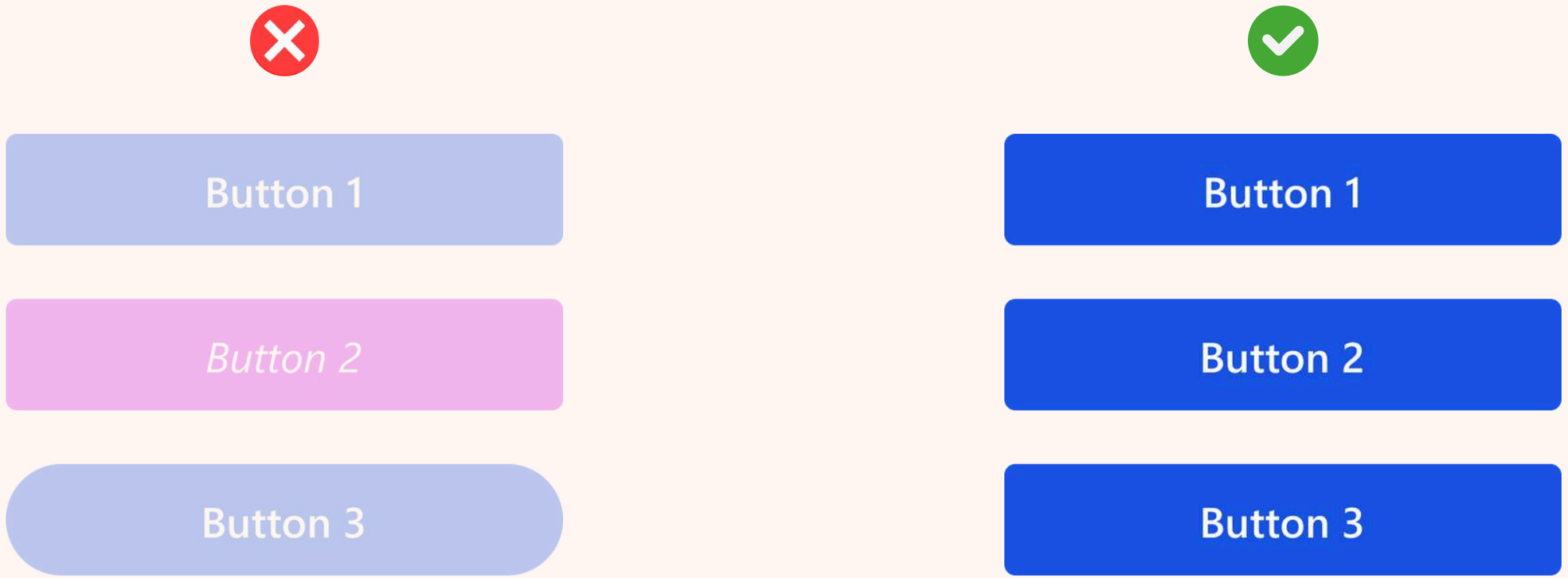
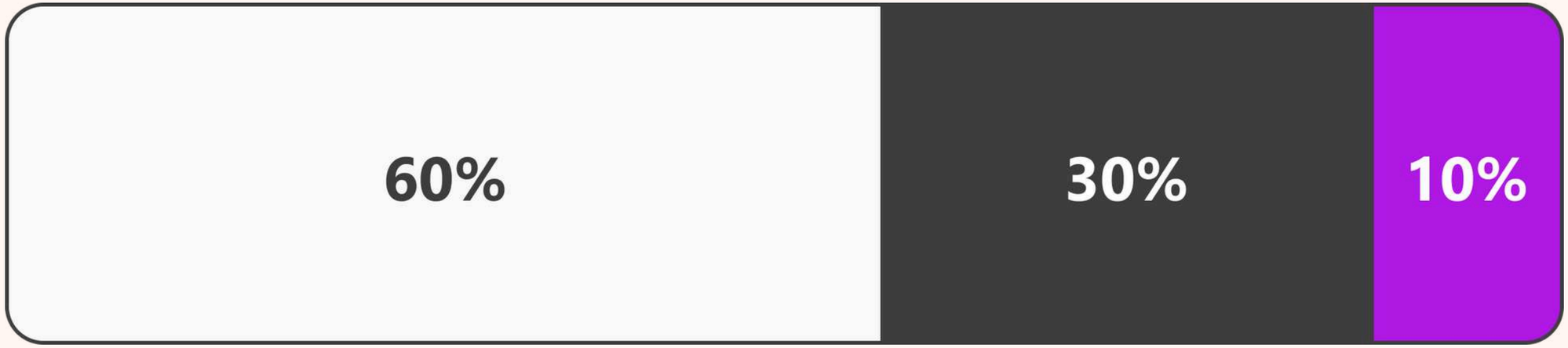
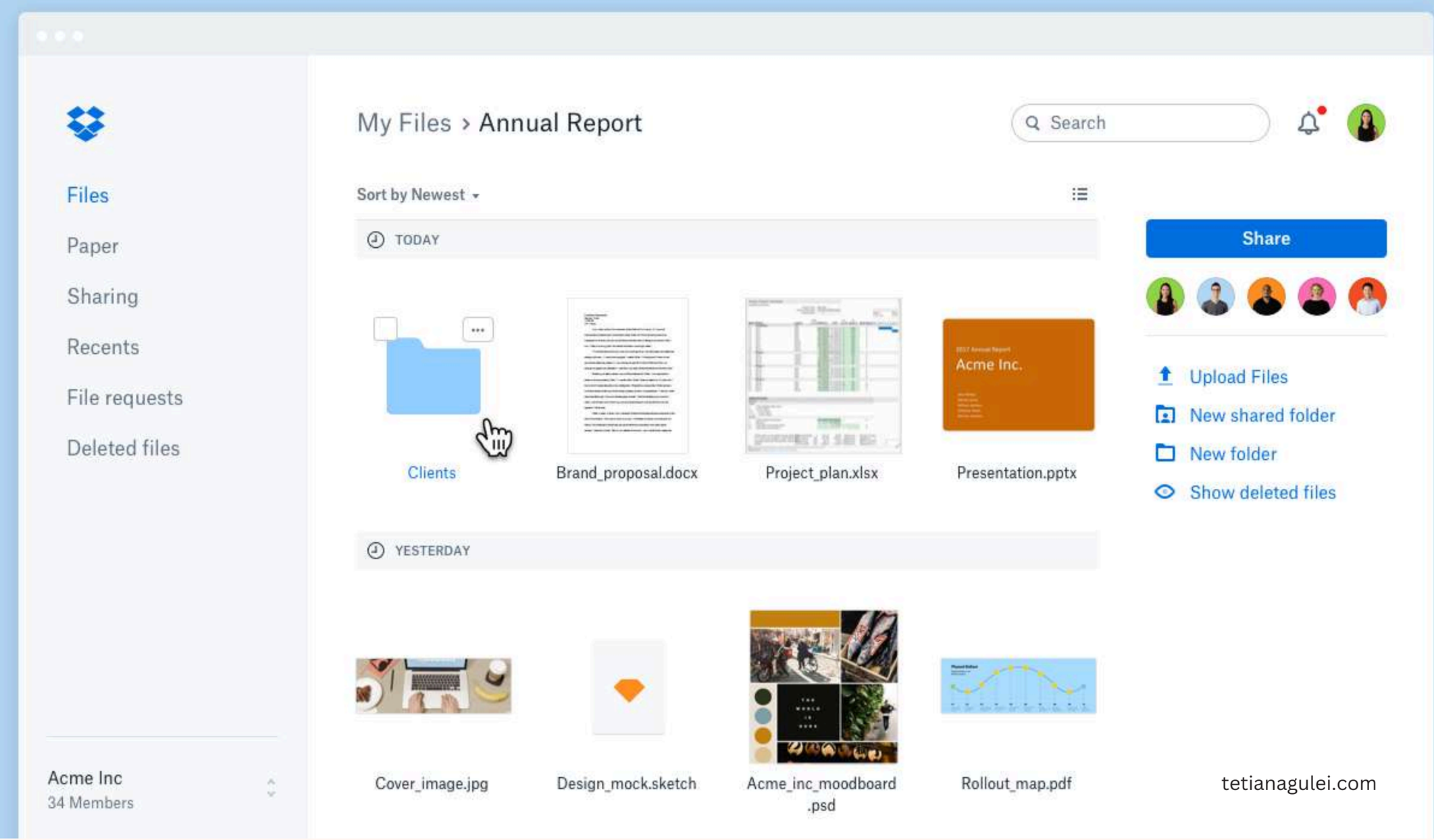


60-30-10 Rule

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





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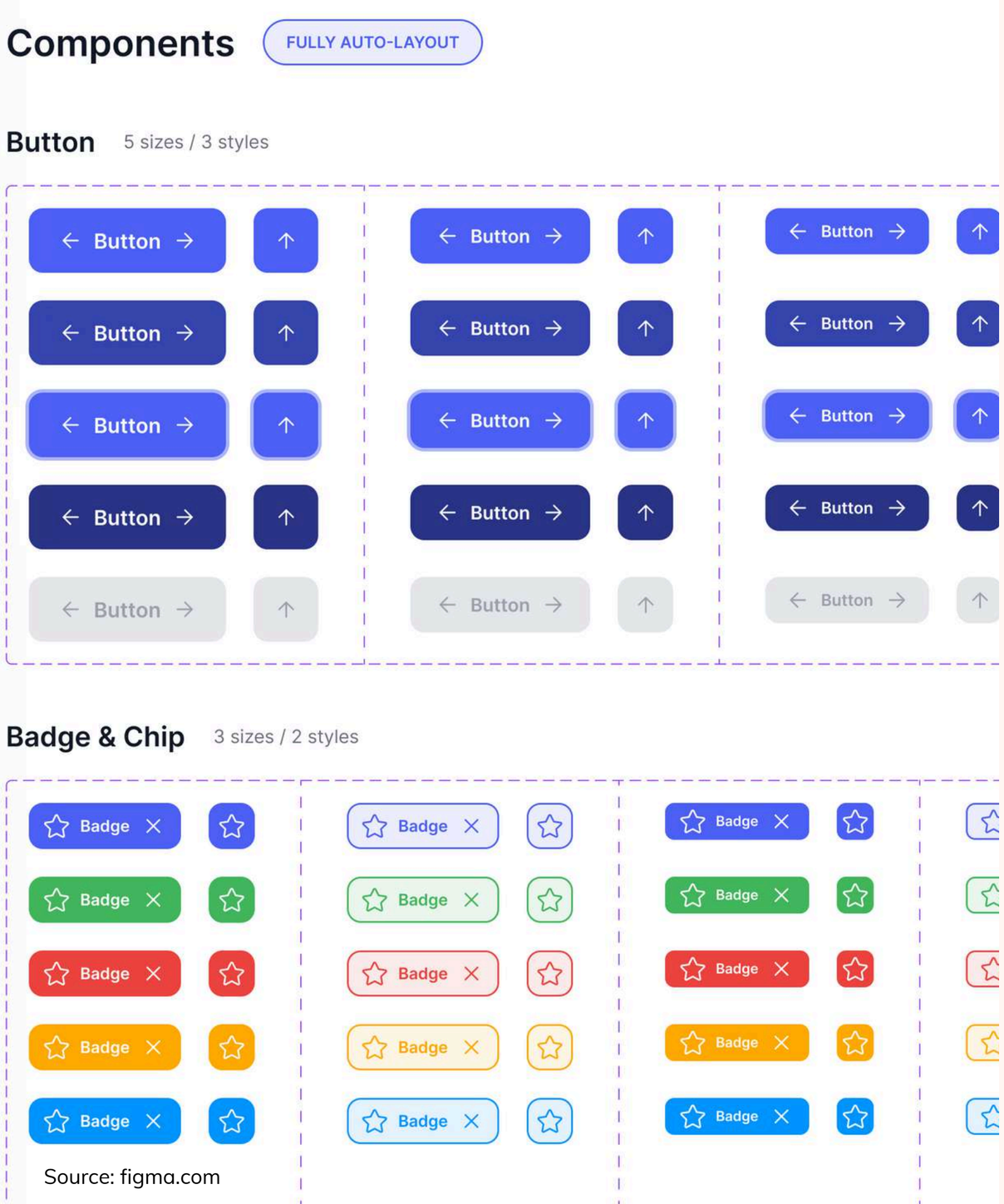


Source: figma.com

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

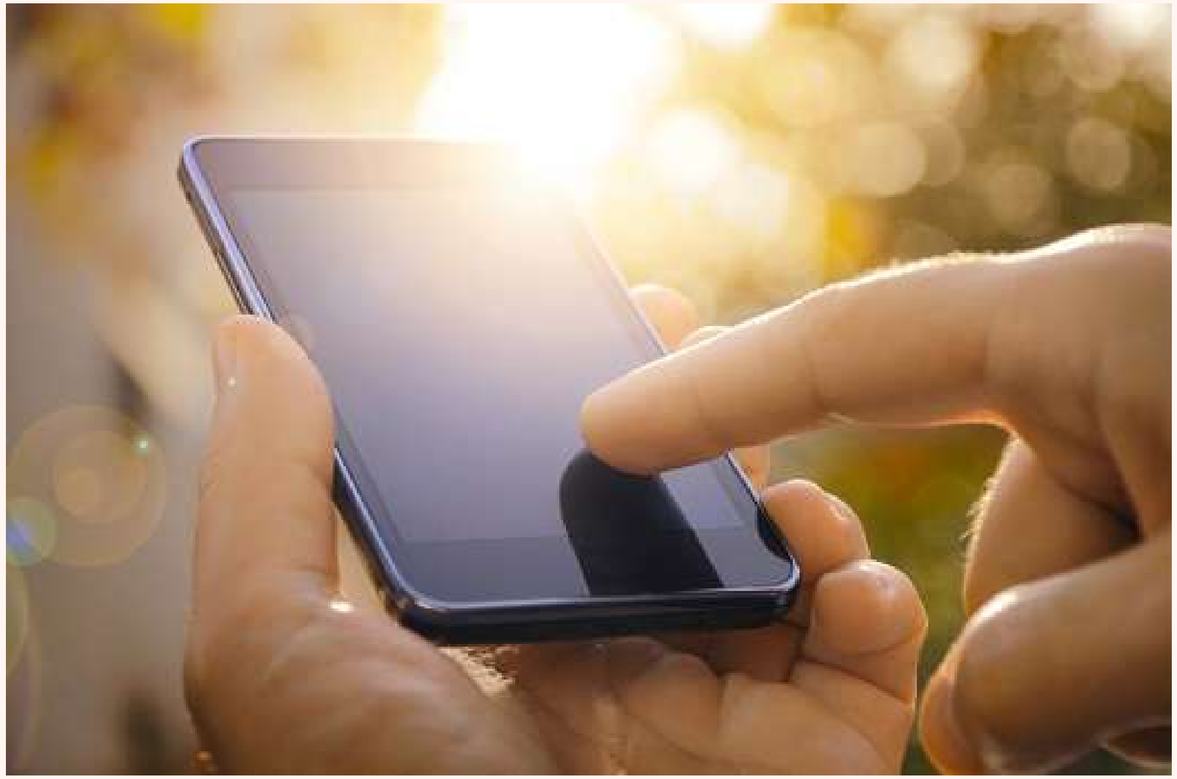
- Keyboard navigation
- Alternative text option
- Color contrast

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

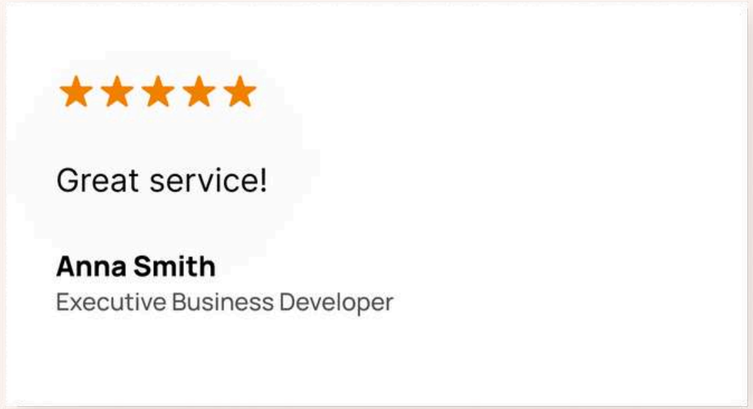
With all reviews

Before the call to action

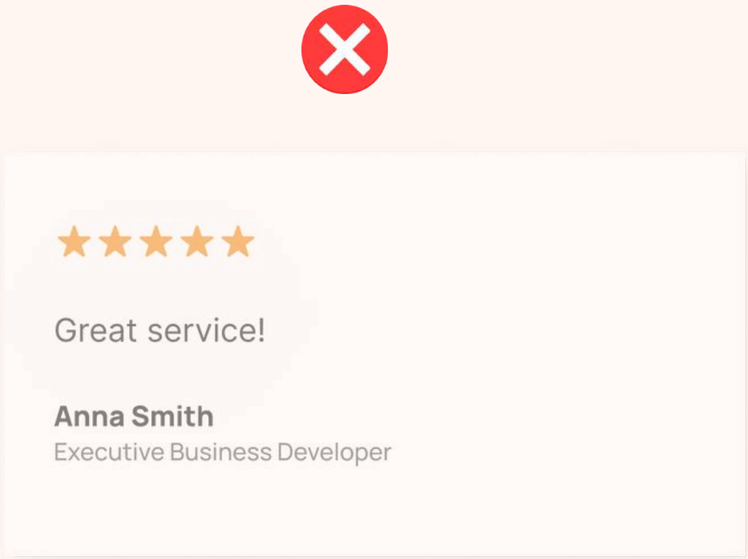
Create confidence

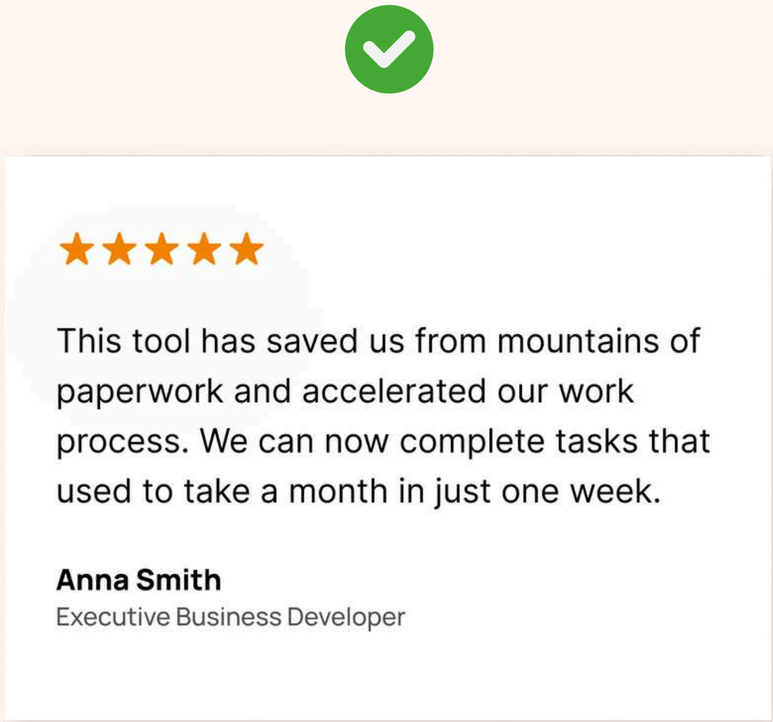
Specific experiences

Specific experiences

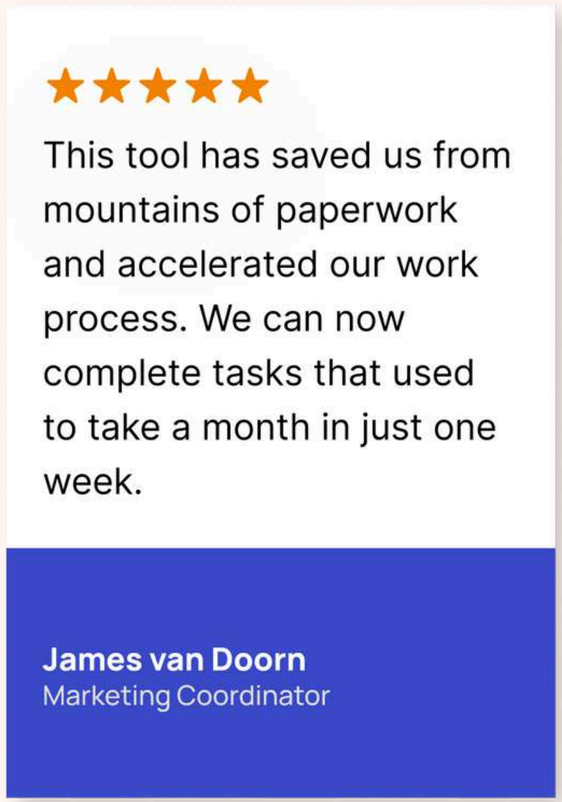


Specific experiences





Include real name and photo



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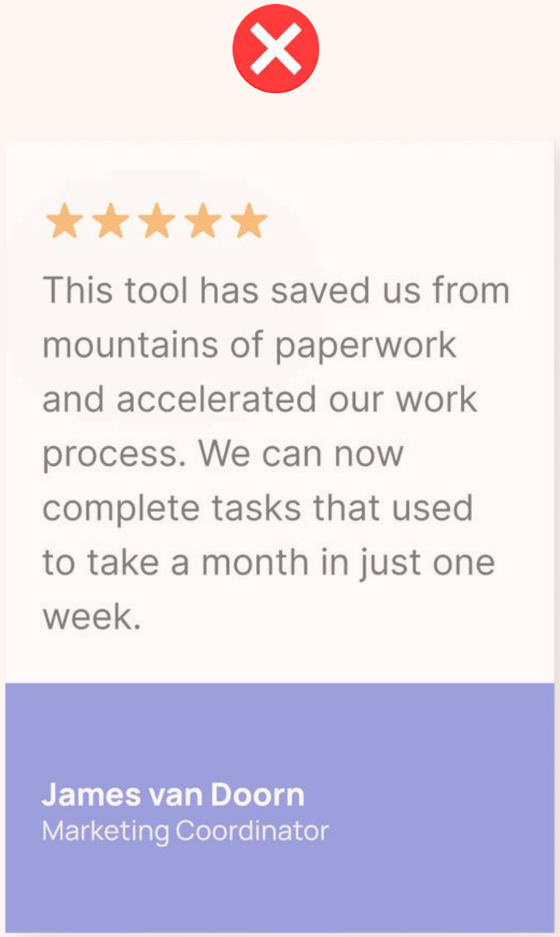

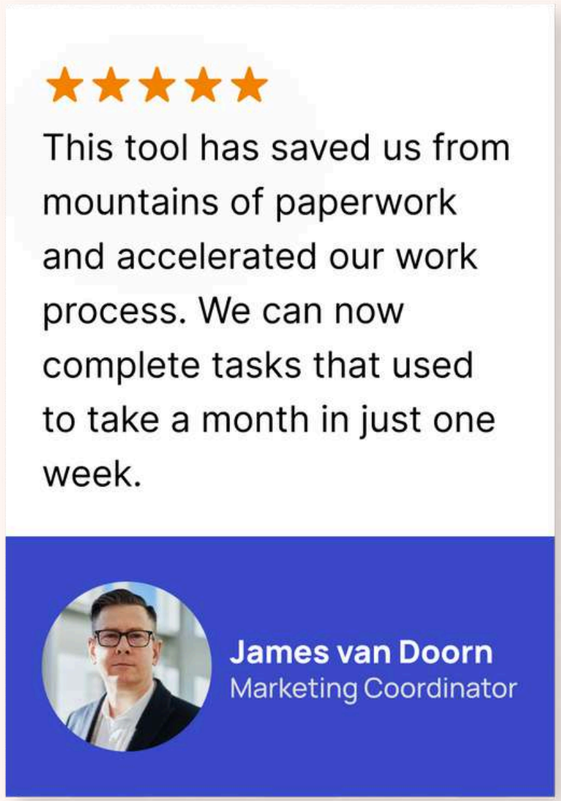

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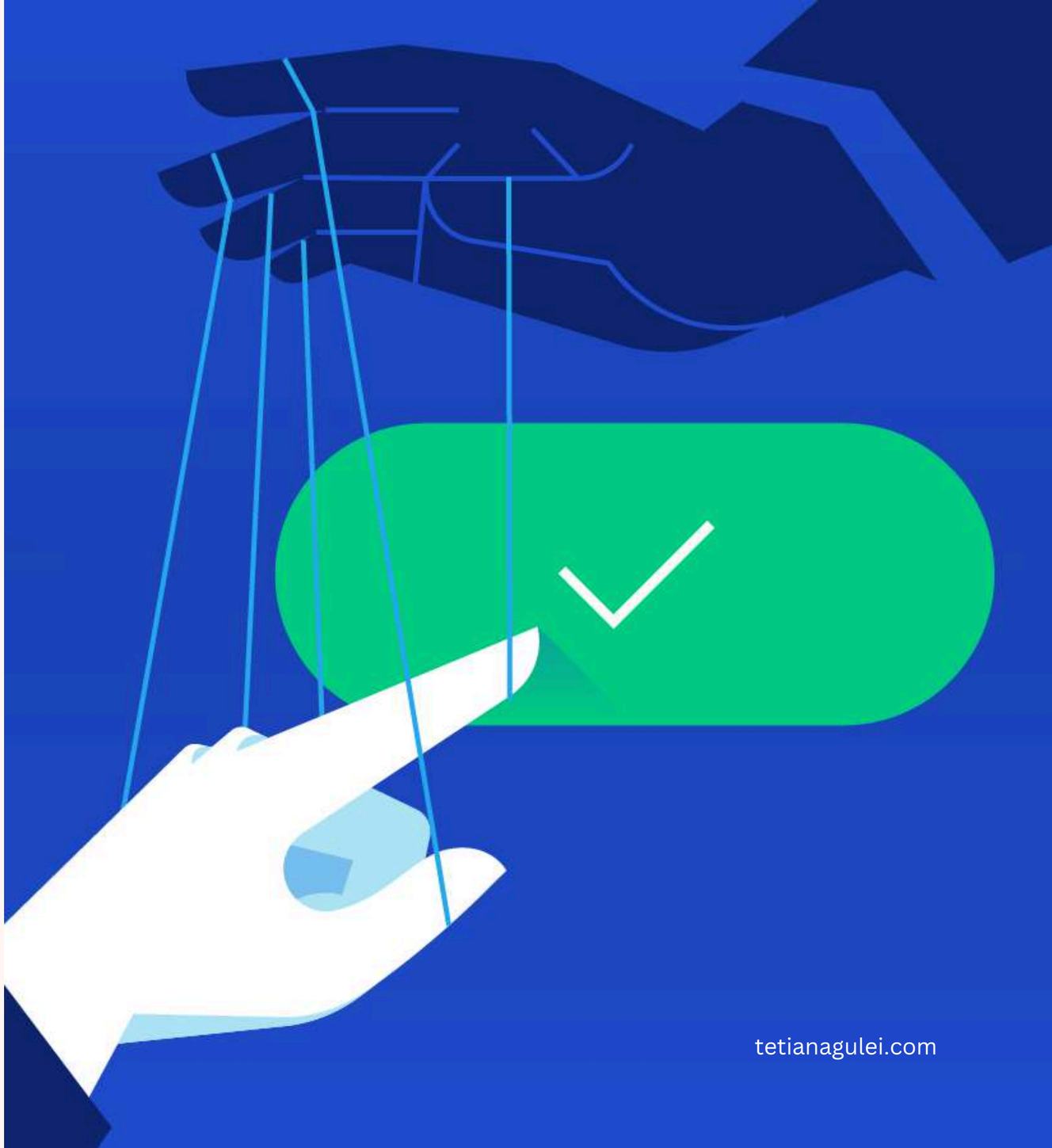
Avoid dark patterns

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

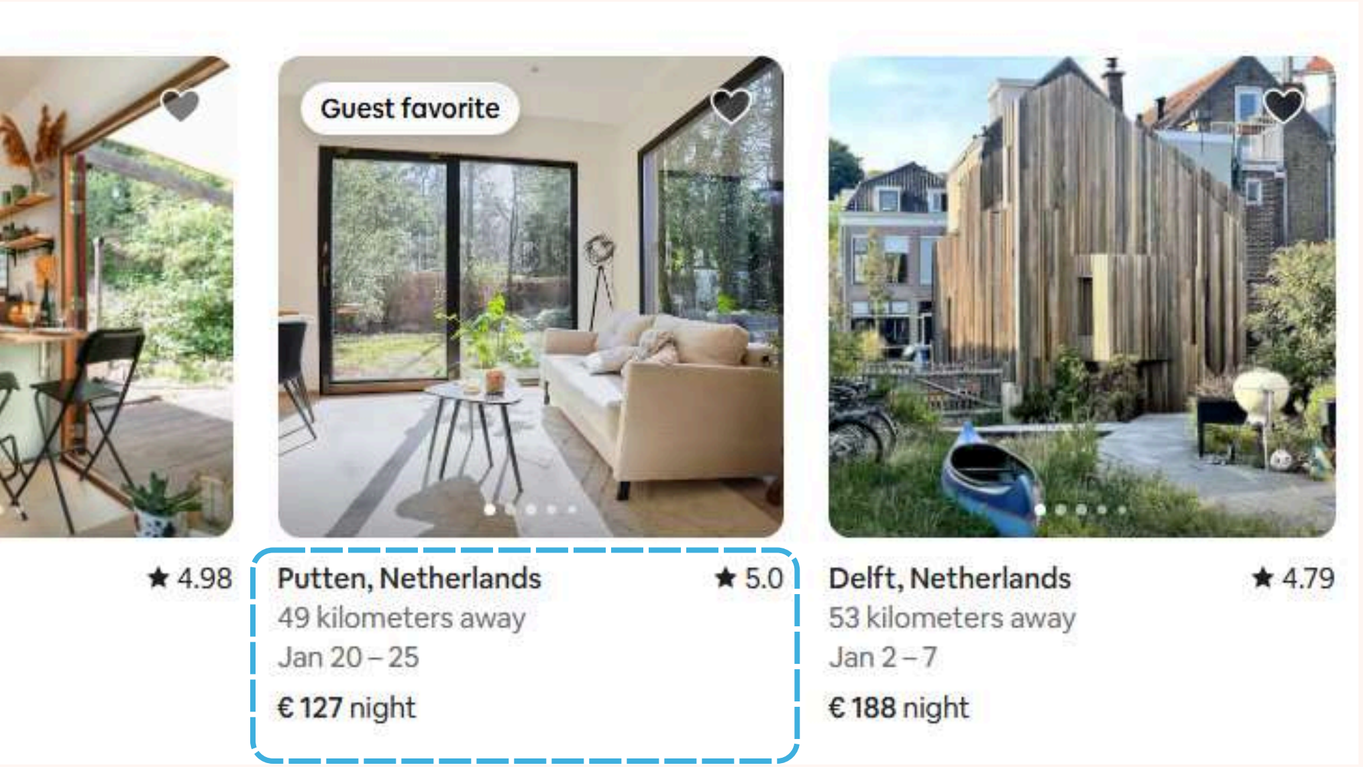
Users feel manipulated

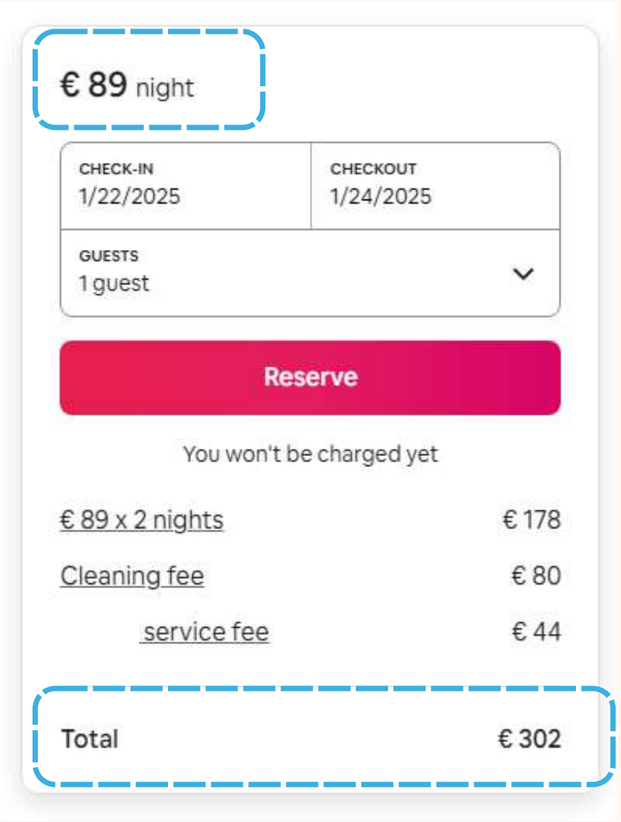
Reasons to avoid dark patterns

- 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





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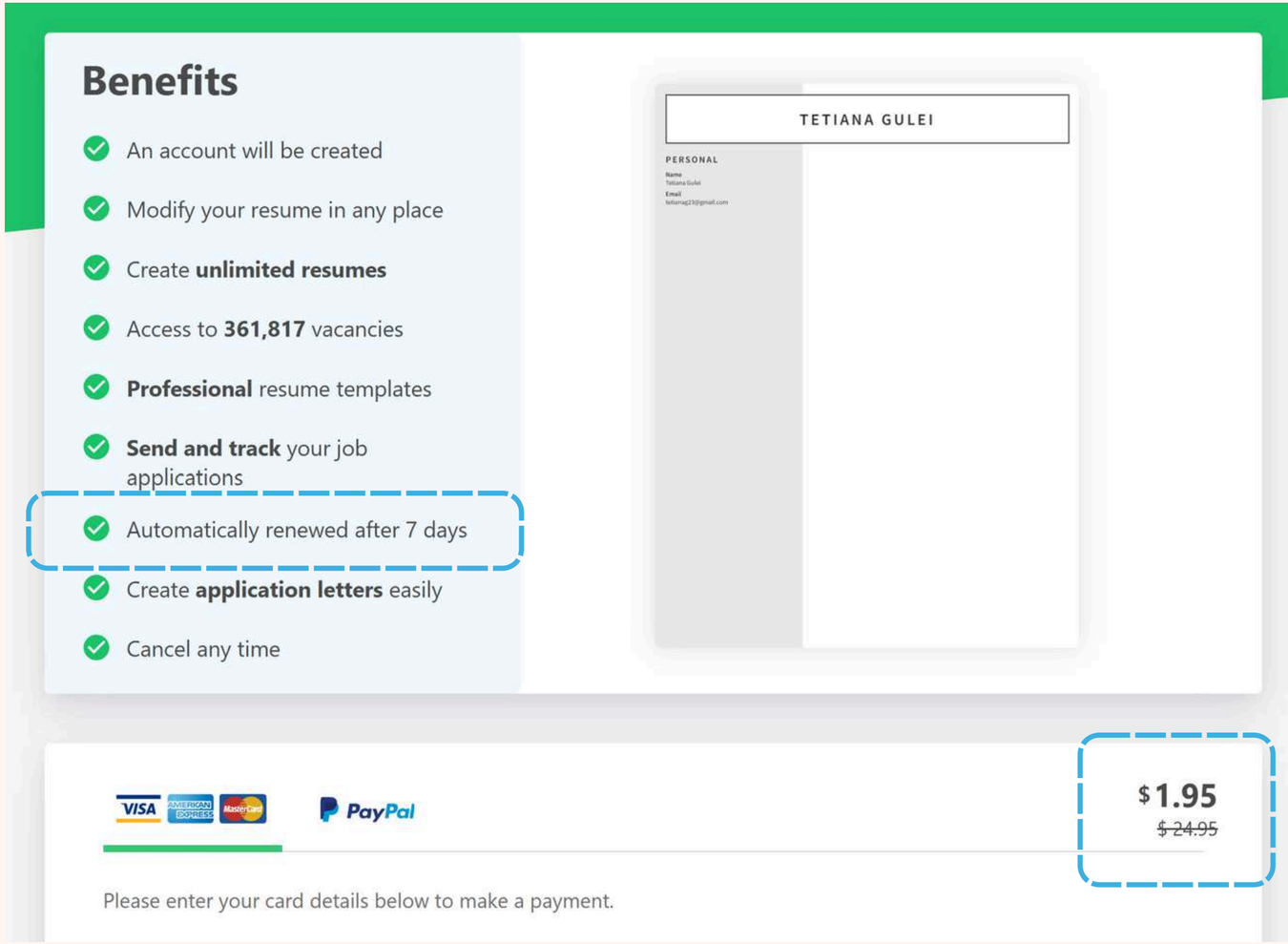
Source: Thomas Digital Design, The Web Empire

Forced Continuity

- Difficult to cancel subscription
- Free trial trap

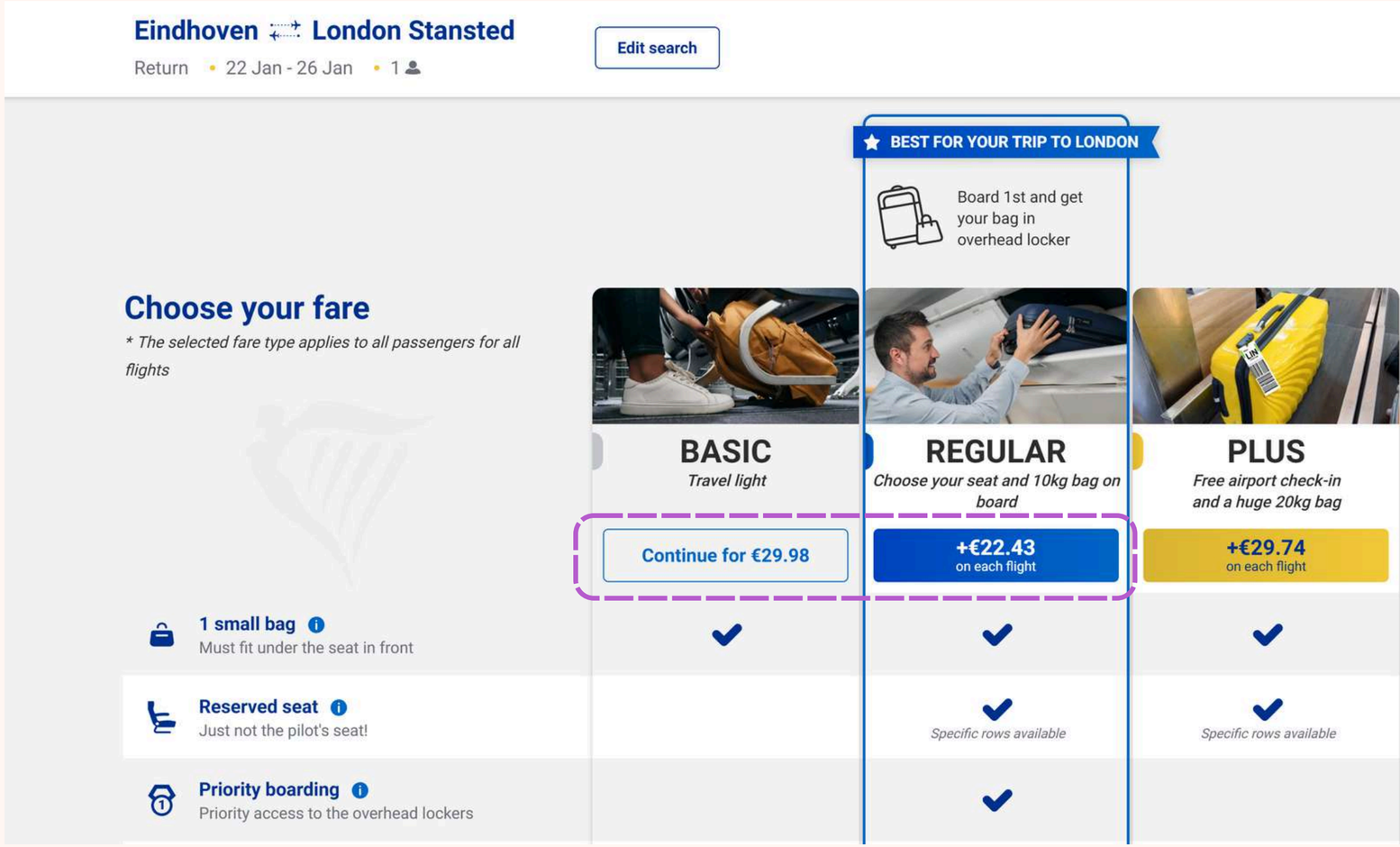
- Payment credentials required



Source: Thomas Digital Design, The Web Empire

Misdirection

- Trick users into clicking
- Confusing buttons
- Misleading language



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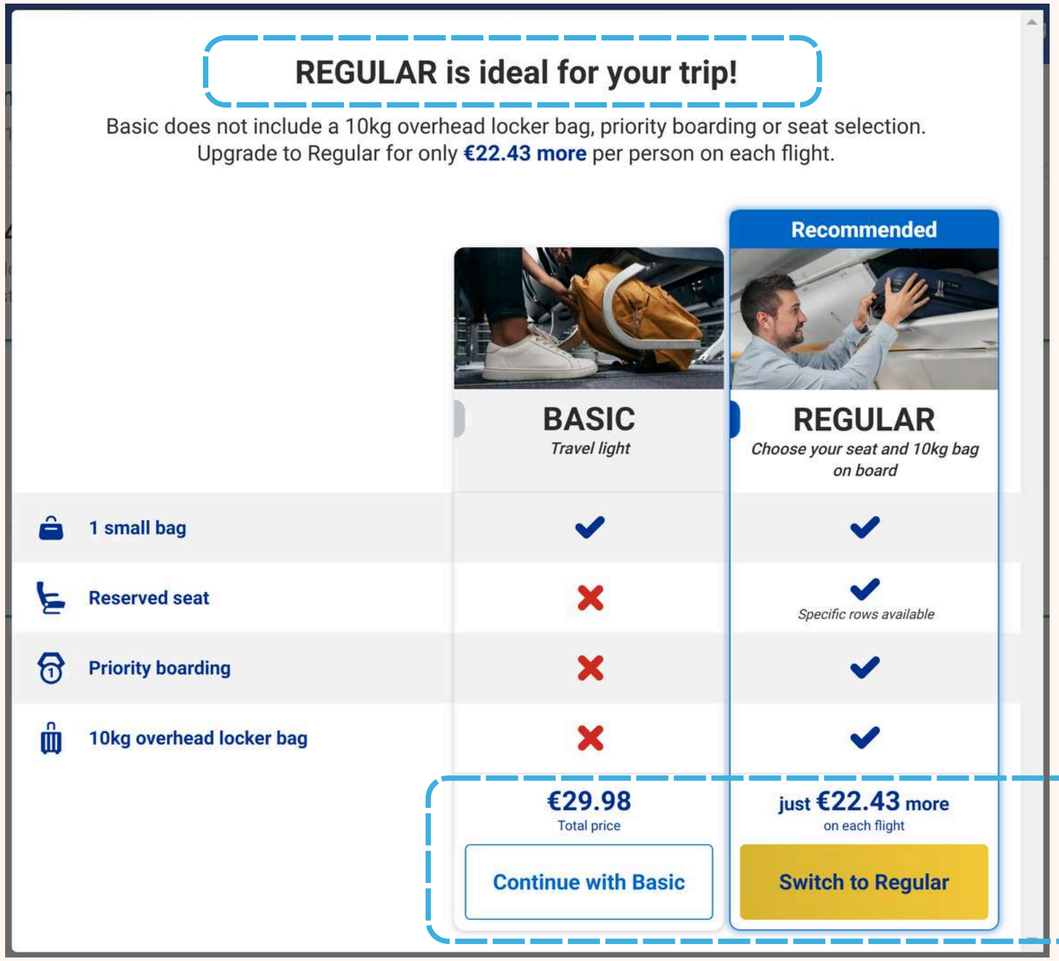
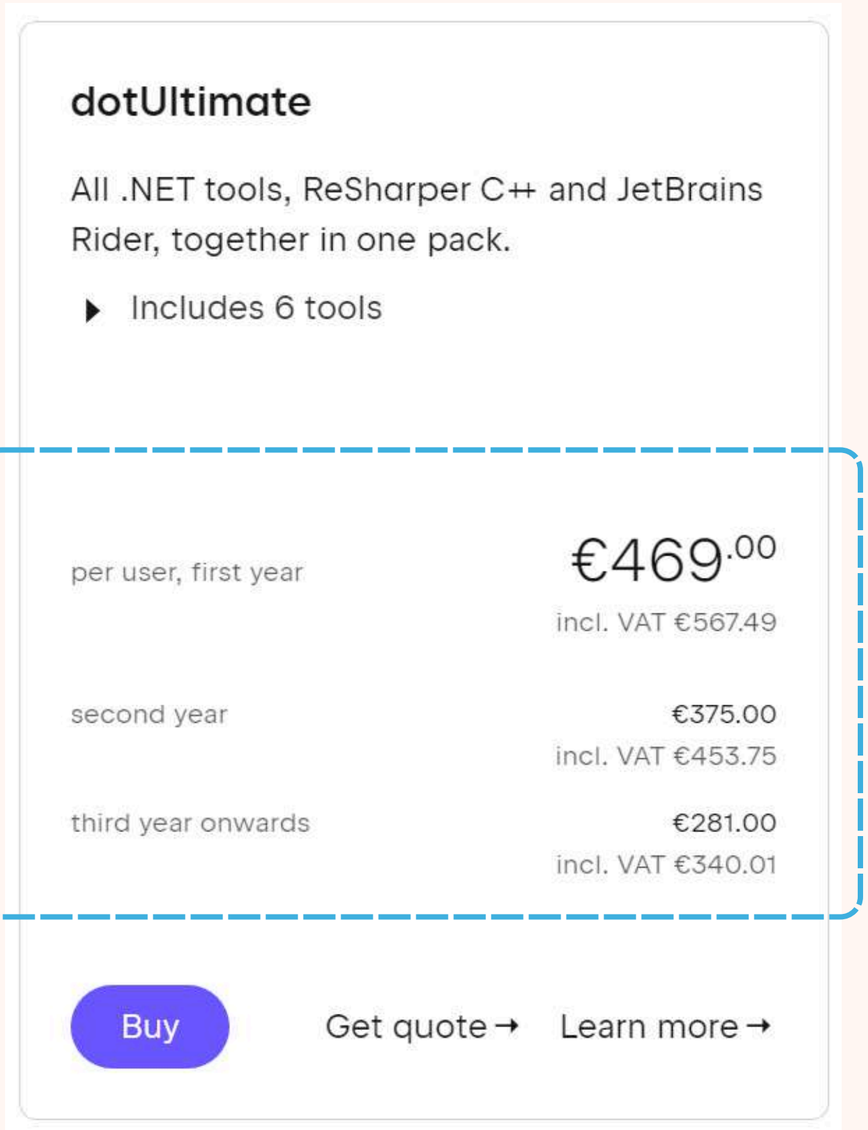

REGULAR is ideal for your trip!
Basic does not include a 10kg overhead locker bag, priority boarding or seat selection.
Upgrade to Regular for only €22.43 more per person on each flight.
Recommended
BASIC
Travel light
REGULAR
Choose your seat and 10kg bag on board
1 small bag
Reserved seat
Specific rows 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

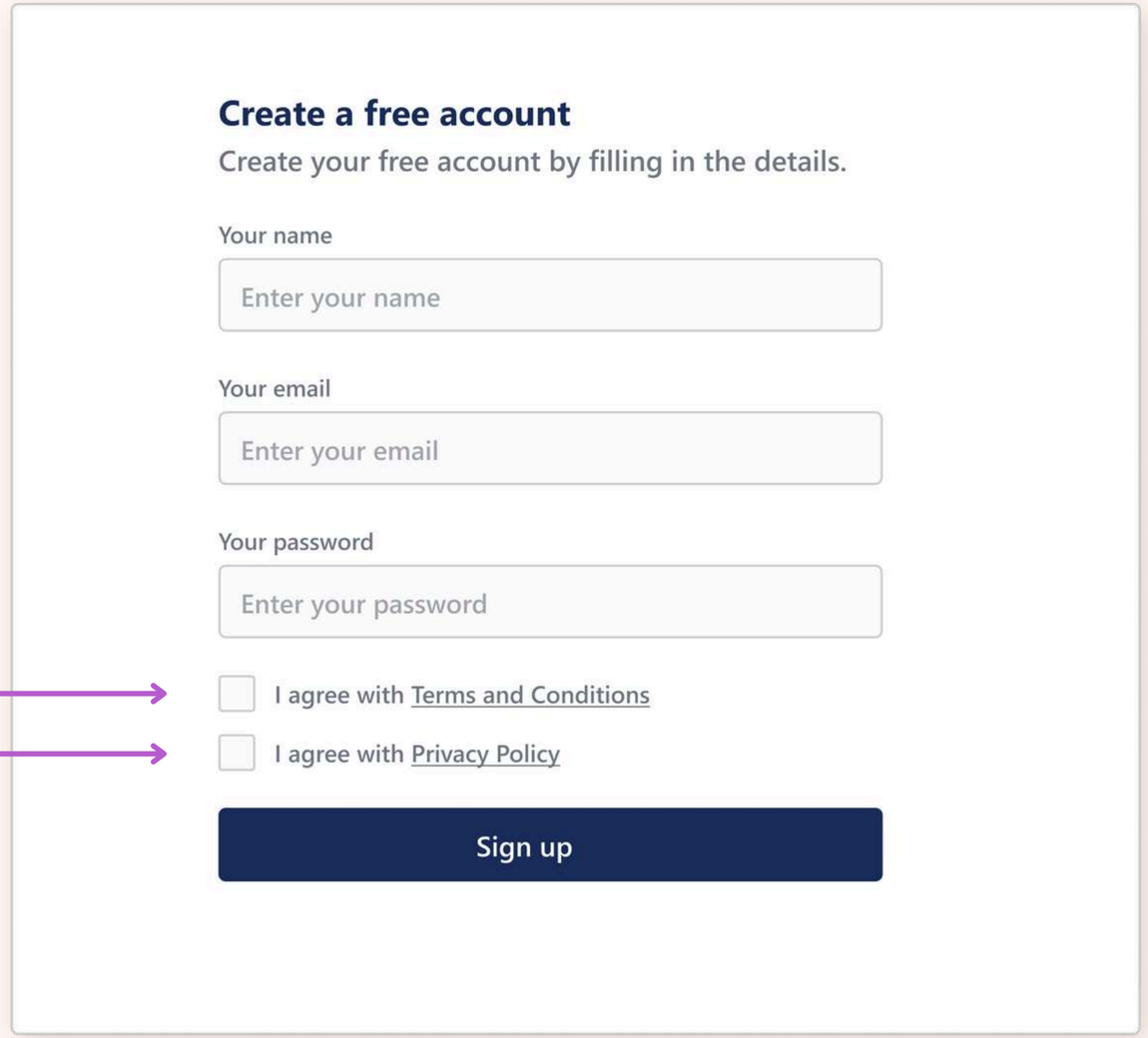
- **Up-to-date** information
- Clear pricing and additional fees
- Return/cancellation policies



Privacy policy and terms

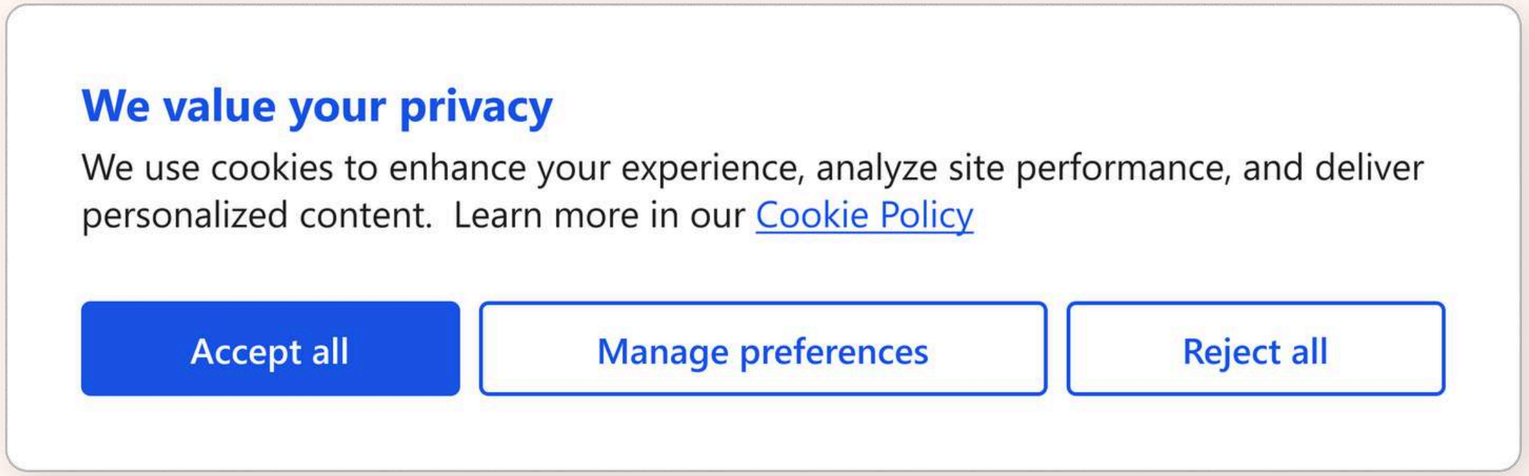
- Communicate it on your website
- Place a link in the relevant pages

- **Don't preselect** options for users



Cookies

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



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

Slides and resources

Thank you!

Let's connect

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