WEB INTERACTIVITY & ENGAGEMENT

Designing Effective Web Interfaces

Instructions, Buttons, Landing Pages, and UX Copy

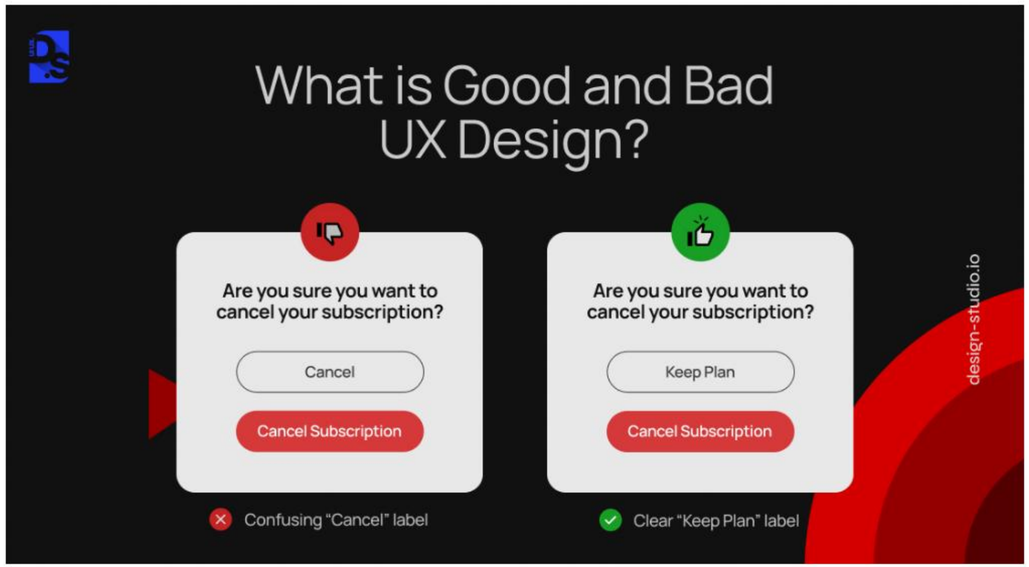


What Makes a Good Interface?

A beautiful interface is not automatically a good interface.

- **Clear:** Meaning is immediately obvious.
- **Simple:** No unnecessary visual clutter.
- **Readable:** Easy to scan and read from afar.
- **Consistent:** Predictable design patterns.
- **Easy to Use:** Guides user actions smoothly.

> **Core Rule:** Users must instantly understand where they are, what they can do, and what will happen next.



Instructions, Labels, and Buttons

Instructions

Tell users what they need to do.

> *"Enter your email address to continue to your dashboard."*

Labels

Identify what specific info is required.

LABEL
Email Address

Buttons

Tell users what action will occur.

Submit Application

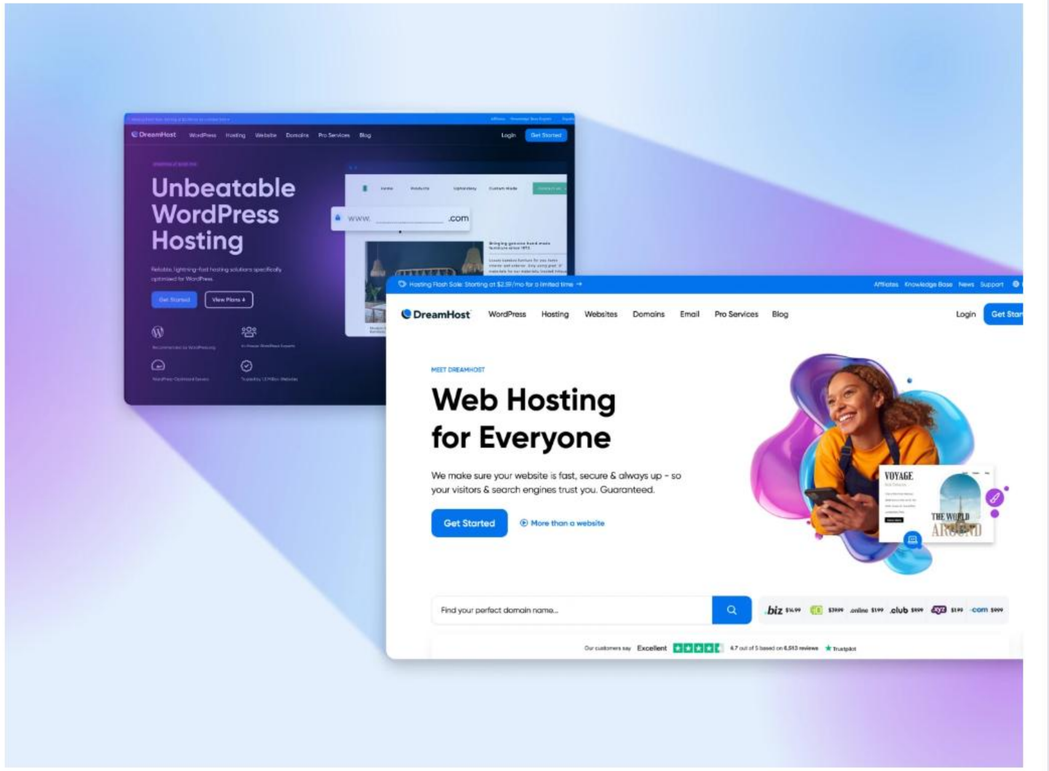
✕ **Vague:** [Click Here]

✓ **Explicit:** [Download Full Report]

Anatomy of a Landing Page

A landing page is designed around a **specific purpose or action**.

- **Navigation:** Clean, focused links.
- **Hero Section:** Powerful first impression.
- **Headline:** Core value proposition.
- **Supporting Text:** Concise explanation.
- **Call-to-Action (CTA):** Clear primary button.
- **Visuals:** High-impact imagery or mockups.



The Hero Section and CTA

The Hero Section

The first section users see. It must instantly answer three questions:

- **What is this?** (Clear identity)
- **What is its value?** (Core benefit)
- **What do I do next?** (Clear direction)

Call-to-Action (CTA)

Action must precisely match the purpose of the page:

Portfolio:	View Projects
Online Course:	Enroll Now
Service Website:	Request Service

Input Controls & Forms

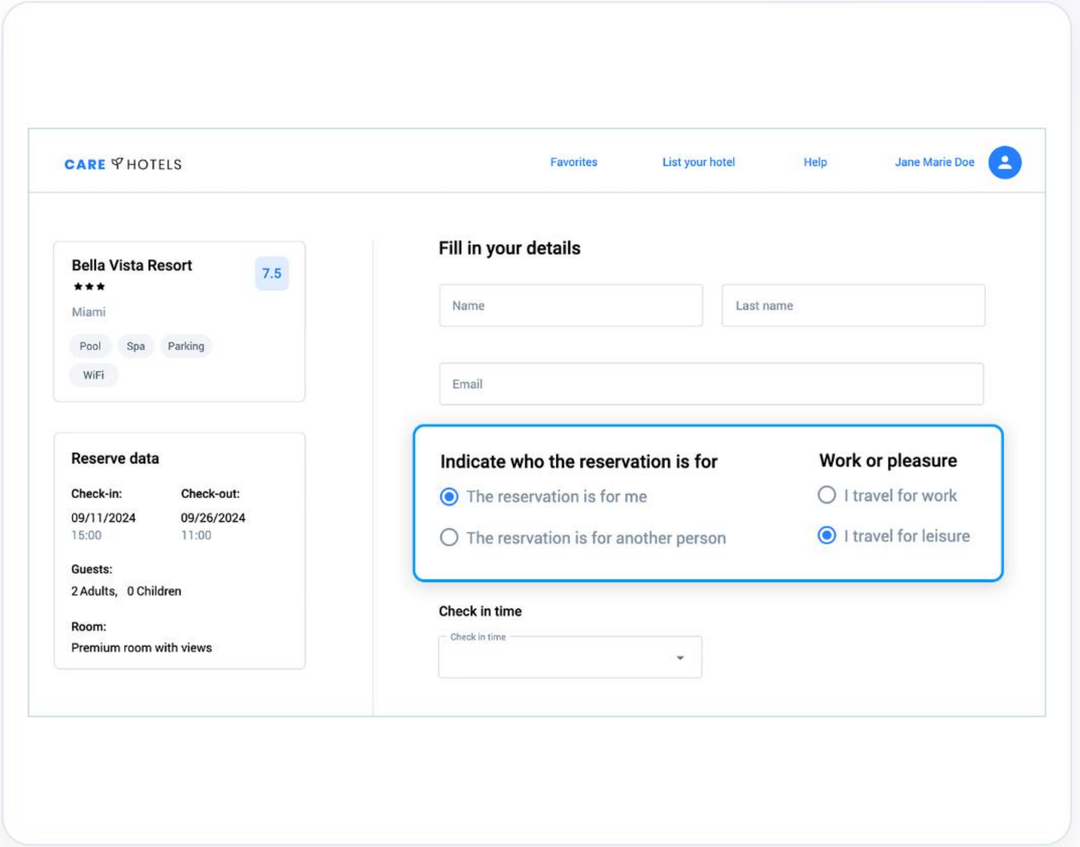
Use the correct input control for the specific data type to prevent user frustration.

Radio Buttons (Choose ONE)

Mutually exclusive choices (e.g., Selecting BSIT, BSCS, or BSIS).

Checkboxes (Choose MULTIPLE)

Multiple selection options (e.g., Selecting Web Design, Networking).

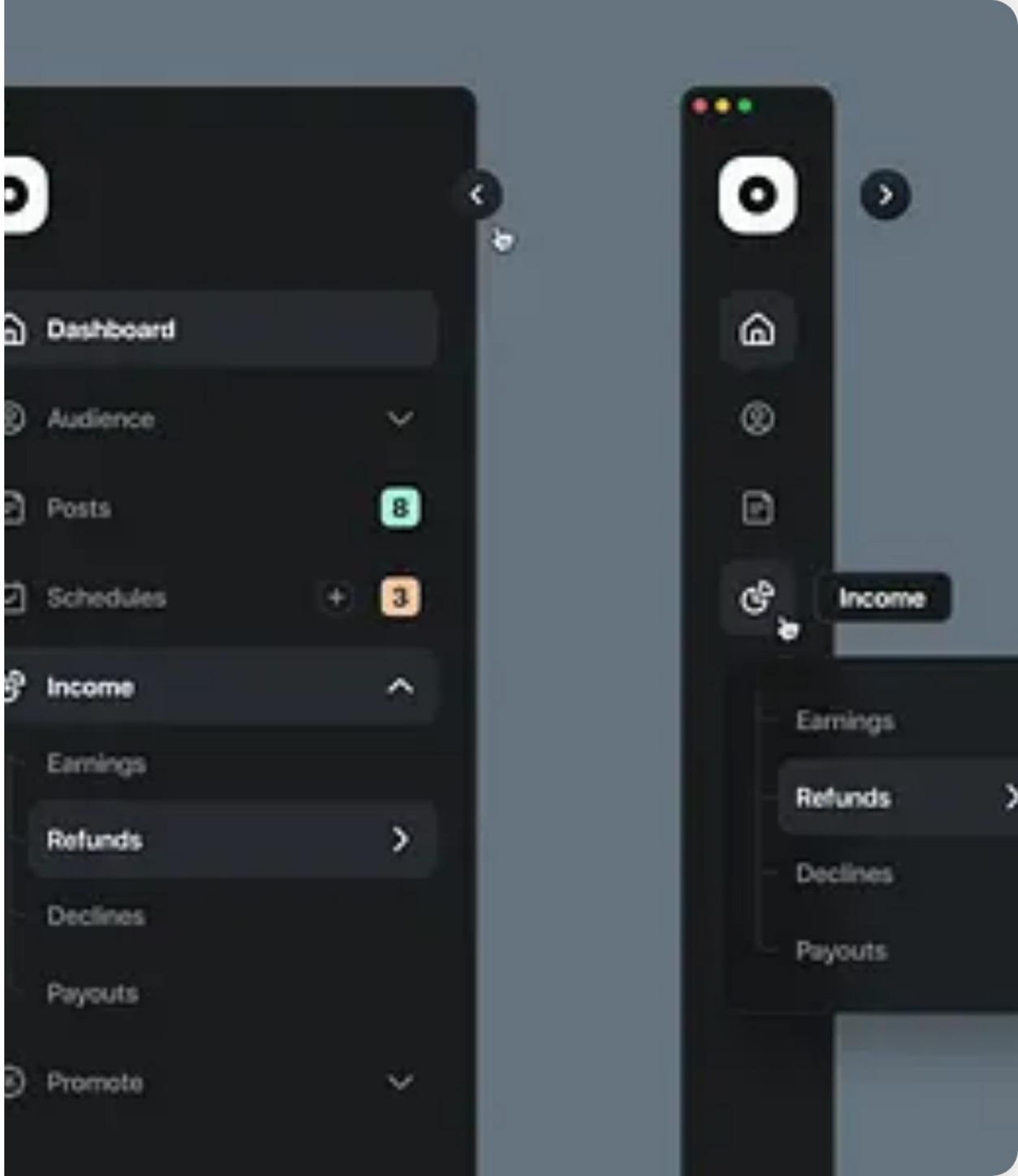


Navigation as a Map

Without clear navigation, users won't know where they are or where they can go next.

Effective Navigation Must Be:

- **Clear:** Unambiguous menu labels.
- **Consistent:** Predictable screen position.
- **Structured:** Clear hierarchy (bars, breadcrumbs).



Readability & Visual Hierarchy

Not everything on a page should have equal visual weight. Hierarchy guides attention:

1ST LEVEL: WHAT IS MOST IMPORTANT?

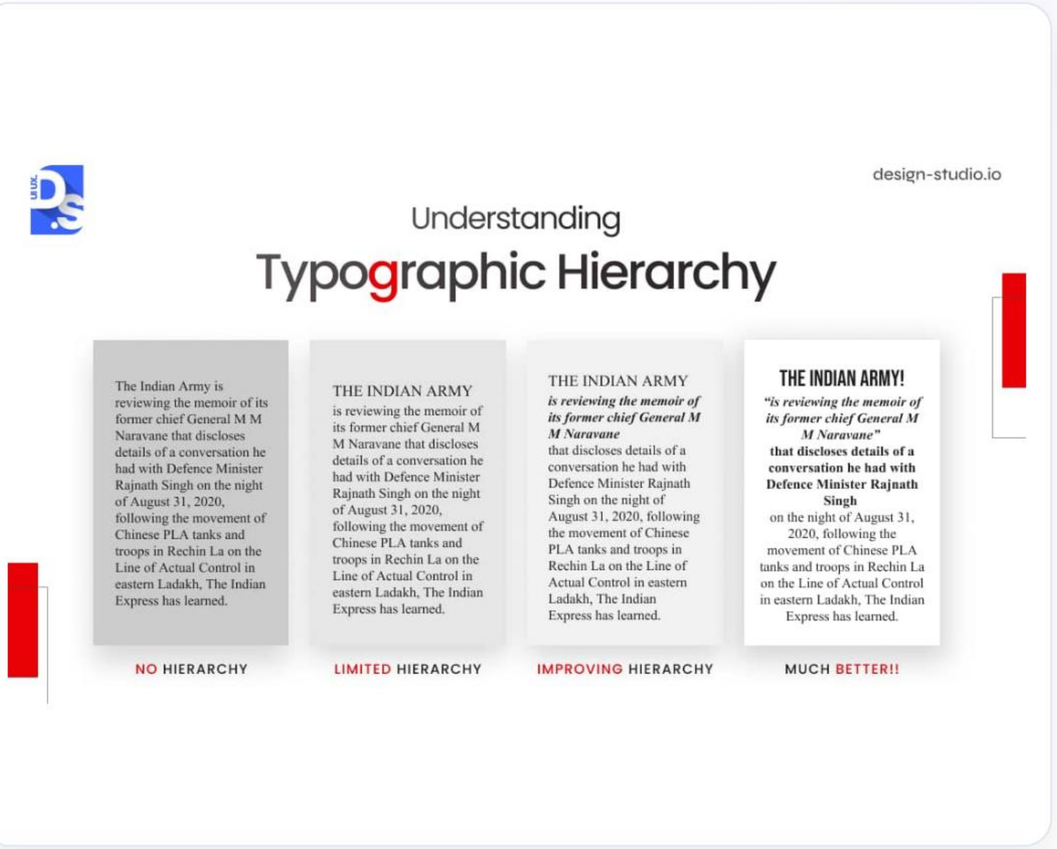
Headline (Large, Bold)

2ND LEVEL: WHAT SHOULD I READ NEXT?

Supporting explanation providing key context.

3RD LEVEL: WHAT SHOULD I DO?

Action Button



Standard vs. Brand Copy

Direct Copywriting

Communicates information directly and encourages swift action.

Register Now

Brand Copywriting

Expresses personality, emotion, and distinct brand identity.

Start Your Journey Today

✕ **Unhelpful:** Error: Invalid Input

✓ **Helpful:** Please enter a valid email address.

Landing Page Checklist

Verify that your active prototype includes these essential elements:

- Clear navigation structure
- Strong, descriptive headline
- Clear, action-oriented CTA
- Appropriate input controls
- Readable typography hierarchy
- Relevant supporting visuals
- Informative user instructions
- Consistent, clean layout

Quick Design Challenge

Inspect Your Own Prototype

Take 2 minutes to inspect your current UI layout:

1. Where is the primary CTA?
2. Is the button label clear?
3. Are input requirements obvious?
4. Is the text easily legible?

Key Takeaways

Good UI guides the user seamlessly.

Instructions	Tell users what to do	**Labels**	Identify required information
Buttons	Signal what will happen	**Navigation**	Help users navigate and explore
Input Controls	Allow users to provide data	**Readability**	Make content effortless to scan

"If your user needs to ask how to use your interface, what can you improve?"

Image Sources



https://wp-media-design-studio.s3.us-east-1.amazonaws.com/uploads/2024/05/Good-vs-Bad-UX-Design.jpeg

Source: www.designstudiouiux.com



https://www.dreamhost.com/blog/wp-content/uploads/2023/01/1460×1095_blog_hero_hero_section_design_tips.webp

Source: www.dreamhost.com



https://assets.justinmind.com/wp-content/uploads/2018/04/hotel-booking-form-radio-buttons.png

Source: www.justinmind.com



https://cdn.dribbble.com/userupload/33322625/file/original-f2d159aaa80804a341a01cc5949dd535.png?format=webp&resize=400×300&vertical=center

Source: dribbble.com



https://wp-media-design-studio.s3.us-east-1.amazonaws.com/uploads/2024/01/Understanding-Typographic-Hierarchy.jpeg

Source: www.designstudiouiux.com