

手机页面制作的 25 个设计注意事项

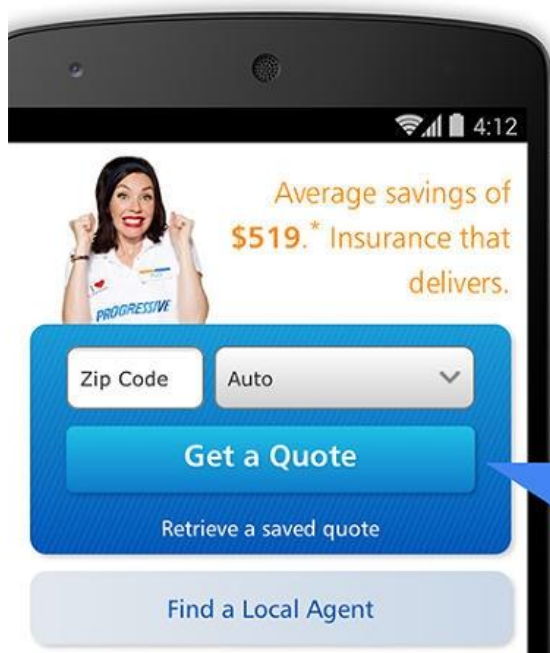
海淘科技为做外贸企业的公司送福利了，做外贸的面对客户大多是外国用户，有外贸企业肯定有做英文网站建设，但是你做移动端网站了，可以找找，相关外包公司是否有这些手机页面制作的设计。

对于外文网站，当然要看 *Google* 的移动端设计规则，那么就为大家一一展示一下吧。最近，来自谷歌公

司和 *AnswerLab* 的研究人员主持了一场长达 119 小时的用户测试会议，他们每天都会让用户访问 100 个不同的移动网站，这些网站涉及的行业范围非常广泛，比如零售行业，保险行业，或是新闻行业。参与测试的用户会把自己的使用感觉实时告诉研究人员。最后，谷歌公司的研究人员总结出了 25 个要点，内容如下：

最近，研究人员从谷歌公司和 *answerlab* 主持了 16 年的时间，119 小时的用户测试会话，他们允许用户访问的每一天 100 个不同的移动网站，该网站涉及的行业范围很广，如零售业、保险业、或新闻。参加测试的用户将使用感觉自己告诉研究人员在实时。最后，谷歌公司的研究人员总结了 25 个要点，内容如下：

1、“行为召唤”内容要靠前或居中



1. CALLS-TO-ACTION FRONT AND CENTER

It can be easy for mobile users to miss menu items, so always put your key calls-to-action where you know users will see them. Study participants had the easiest time completing tasks on sites that clearly displayed primary calls-to-action in the main body of the site, with secondary tasks available through menus or below the fold. Your mobile calls-to-action will probably be different than on desktop, so put yourself in your users' shoes when determining placement.

Key Takeaway


Feature your primary calls-to-action in your most prominent site space.

Example from Progressive Mobile Site.

对于手机用户来说，常常容易忘记菜单的选择，因此，你应该把自己的“行为召唤”的关键内容放在一个突出的位置，让用户可以很容易地看到它。所以，你需要让最重要的“行为被称为”内容的主要部分来站点，用户将能够快速完成任务，另一方面，如果你想继续下一个任务，你可以使用菜单选项标记，也可以是下一个任务后的第一个任务。在移动终端中，你所说的“行为”内容应该是不同与台式机，所以你必须“保留座位”，因地制宜的调整措施。

关键要素：你的“行为召唤”的内容最重要的位置在网站上最突出的位置。

2、让菜单看起来既简洁又亲切



2. KEEP MENUS SHORT AND SWEET

An extensive menu might work well for your desktop site, but mobile users won't have the patience to scroll through a long list of options to try and find what they want. Consider how you can present the fewest menu items possible - for instance, a major department store refined the product categories on its mobile site, presenting study participants with a shorter, more clearly-defined list than on desktop.

Key Takeaway
A shorter menu with distinct categories is easier for mobile visitors to navigate.

Example from Macy's Mobile Site.

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一个广泛的菜单可以适用于桌面网站，但移动用户可能没有足够的耐心来回滑动他们的手机，他们不喜欢看一个长长的菜单选项列表，以找到他们想要的。所以，你需要考虑一下，如何把你最需要的菜单选项？

例如，有一个大型的零售店(其中没有透露其名称)，在自己的移动网站优化产品类别菜单，和桌面菜单是完全不同的，让移动端菜单选项为用户提供了一个更短、更清晰的产品列表。

关键要素：一个简短的菜单，明确了选项的分类搭配，可以使移动访问者更清晰的网站导航。

3、要让用户便于回到主页

3. MAKE IT EASY TO GET BACK TO THE HOMEPAGE

When mobile users navigate through your site, they want an easy way to get back to your initial homepage. In the study, participants usually expected tapping the logo at the top of a page to take them back to the homepage, and became frustrated if it didn't work.

Key Takeaway

Use your logo as a navigation button to return to the homepage.

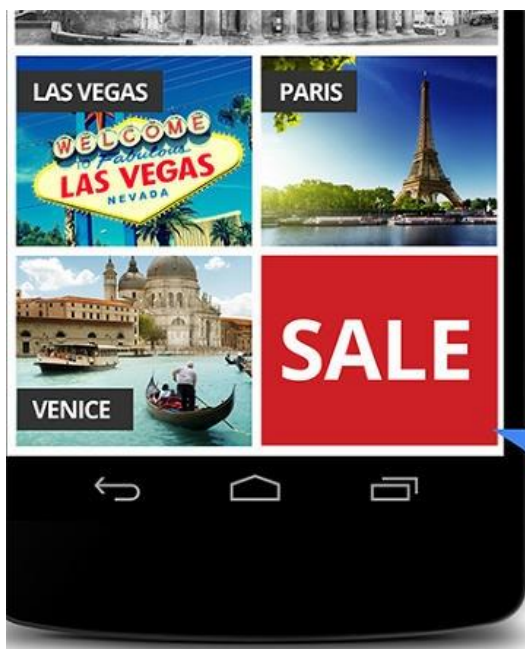
Example from 1800 Flowers Mobile Site.



当移动用户在你的站点导航上面浏览时，他们希望可以很快回到以前的页面。谷歌公司在研究中发现，用户往往喜欢在页面上喜欢公司的标志，因为他们认为这种方式可以直接回到主页，所以你的网站也必须支持这个功能，或者如果用户点击了标志，但没有响应，他们会感到非常失望。

关键元素：公司的网站上的标志优化成一个导航按钮，当用户点击可以浏览到主页

4、别让促销广告抢了你网站的风头



4. DON'T LET PROMOTIONS STEAL THE SHOW

Promotions and ads can overshadow the content they're next to, and make it harder for users to accomplish tasks. Participants visiting one company's mobile site were distracted by a large promotional banner and missed the navigational buttons beneath it, making it hard for them to learn more about the company's offerings.

Key Takeaway

Make sure promotions do not interfere with navigation and are clearly distinct from calls-to-action.


For app promotions, participants preferred easily dismissible banners as opposed to large interstitials.

Sample screen for illustration only.

促销和广告会影响你的网站的内容，也可能影响网站的用户体验。谷歌的研究人员让用户访问公司的手机网站，有一个巨大的横幅广告，这些用户被广告吸引了，没有心情去关注广告下面的导航按钮和导航按钮相反，向用户提供有关该公司的内容的更多信息。

关键要素：一定要保证广告宣传不影响页面导航功能，也要对广告和内容完全独立的“行为召唤”

5、保持搜索功能可见



5. MAKE SITE SEARCH VISIBLE

Users looking for specific information usually turn to search - so search should be one of the first things mobile users see on your site. In the study, participants responded best to easily-visible, open text search boxes at the top of a page.

Key Takeaway
Place your site search near the top of your homepage via an open text field.

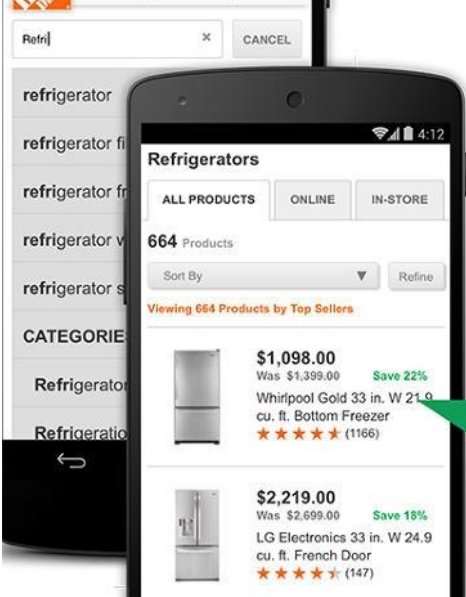
Example from The Home Depot Mobile Site.

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如果用户需要找到一些特殊的信息，然后他们会使用网站的搜索功能，因此，必须的一个最重要的功能的移动网站搜索，在一般情况下，用户希望能够代表在 Web 页上的使用文本搜索功能，因为最容易找到的在页面上的位置。

关键要素：网站的搜索功能在顶部的页面，你可以使用一个文本框显示“搜索”功能。

6、确保网站搜索结果符合用户预期



6. ENSURE SITE SEARCH RESULTS ARE RELEVANT

Participants didn't bother to swipe through multiple pages of search results. Instead, they judged a site's search based on the results it returned first, so make sure your first page of search results are the strongest. Make life easier for users on small screens with smart-search features like autocomplete and corrected misspellings.

Key Takeaway
Make sure your site search returns the strongest results first, and implement smart-search features like autocomplete and spelling corrections.

Example from The Home Depot Mobile Site.

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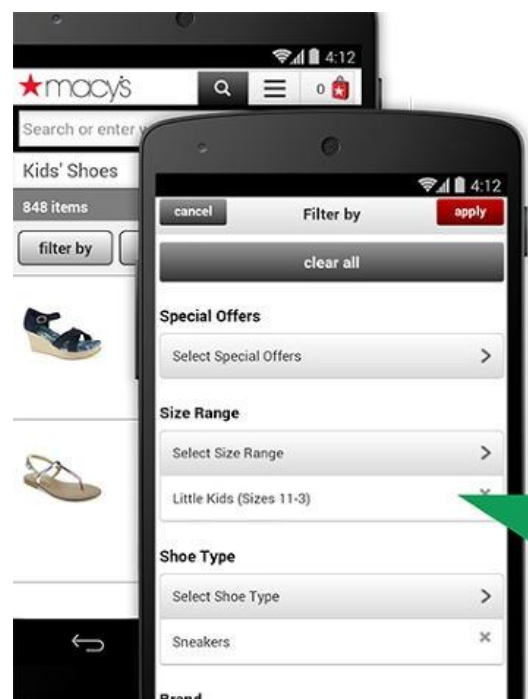
事实上,用户似乎并不讨厌阅读搜索结果的页面,但是他们更关注网站返回的搜索结果是否满足他们的期望,

所以至少你需要确保你的第一个搜索结果页面显示可以准确地满足用户的搜索需求。在移动终端,因为屏幕

很小,所以你需要提供一些智能搜索功能,帮助用户自动拼写等或纠正用户的错误拼写,等。

关键元素:保证你的网站搜索功能可以返回有效的结果,除了需要提高智能搜索,提供自动拼写或错误的拼写校正等功能。

7、使用过滤功能提升网站搜索易用性



7. IMPLEMENT FILTERS TO IMPROVE SITE SEARCH USABILITY

Participants relied on filters to narrow down search results, and actually abandoned sites that couldn't reduce volume. However, you also need to ensure users don't filter themselves into a box - one car dealer site allowed participants to specify configurations that didn't actually exist. Help users avoid problems by letting them know how many results will be returned with a particular filter applied.

Key Takeaway
Offer filters to help users get what they need from search, but make sure users can't filter a search to return zero results.

Example from Macy's Mobile Site

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用户可以使用搜索过滤功能,这样可以缩小你的搜索,返回的搜索结果更准确。然而,你需要确保用户在搜索后使用过滤器,而不是什么都没有。网站应该让用户知道一个过滤器的搜索功能可能会返回搜索结果,这样我们就可以帮助用户避免一些问题。

关键元素: 为用户过滤搜索服务,但确保没有返回一个空的结果。

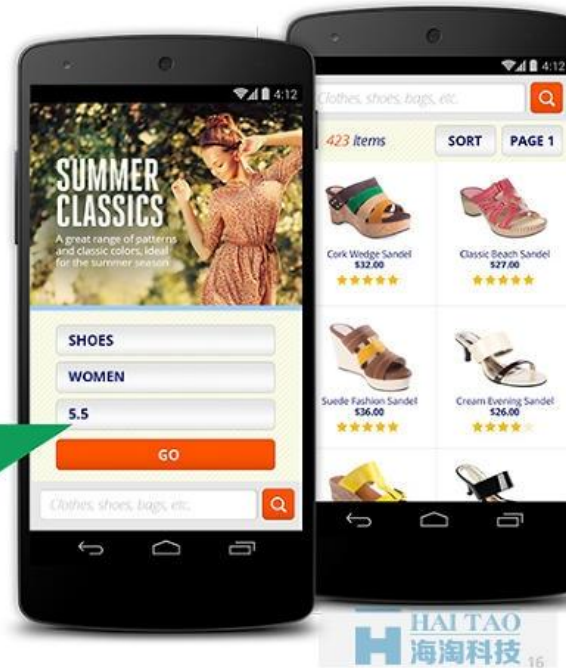
8、指导用户去访问较好的网站搜索结果

8. GUIDE USERS TO BETTER SITE SEARCH RESULTS

For sites that serve diverse customer segments, it can be helpful to ask users a few questions before they search to ensure they get results from the most relevant content segment. For example, a large shoe retailer began its mobile searches by having participants select the gender and size of shoe they were looking for.

Key Takeaway

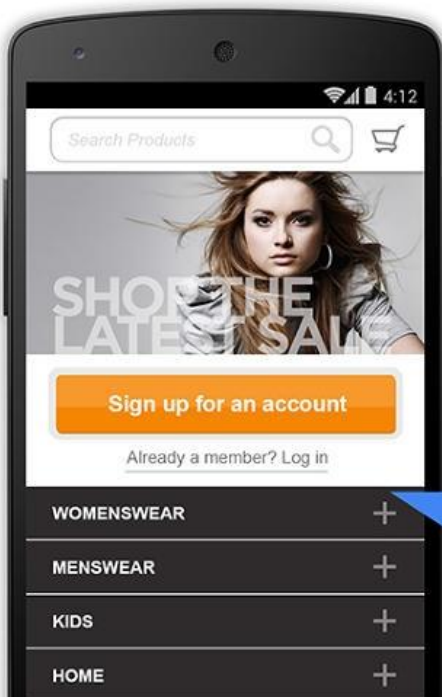
If your offerings can be easily narrowed by segment, asking a few questions upfront helps ensure visitors see relevant results.



对于一个网站，用户有多种类型，所以，当用户搜索时，要问一些相关的问题，这将确保他们的搜索结果如预期。例如，一个大的鞋零售商在其移动网站提供的搜索服务，但搜索之前，他们问的用户性别，和脚的大小。

关键元素：如果你希望缩小搜索结果的范围，那么就要求用户提前一些相关的问题，这样才能保证用户能够看到满足他们对搜索结果的期望。

9、不要一上来就让用户在网站上注册



9. LET USERS EXPLORE BEFORE THEY COMMIT

Placing registration gates too early in a site experience can be detrimental to conversion. In the study, participants became frustrated by sites that demanded registration in order to continue - especially if the site was an unfamiliar brand. Before offering their personal information, participants wanted to browse content and get a sense of what a site had to offer them.

Key Takeaway

Allow visitors to use your site without registering for an account.

Sample screen for illustration only.

如果你有一个移动网站允许用户登记,然后体验一定很糟糕。谷歌公司的研究人员发现,最难以接受的是,用户必须注册才能访问该网站的内容。事实上,用户要提交个人信息,然后才能浏览网站内容,至少需要了解这个网站可以提供自己的。

关键元素:不要强迫用户注册一个账户,允许任何访客浏览你的网站

10、让用户能以访客的身份在你的网站上购物

10. LET USERS PURCHASE AS A GUEST

Even when participants were making a purchase, they didn't necessarily want to commit to creating an account with the retailer. Participants described the guest checkout as "convenient," "simple," and "easy [and] quick." They were annoyed at a site that required registration to purchase, especially since the site didn't explain how registration would benefit them.

Key Takeaway

Offer the option to check out as a guest, and encourage registration with tangible benefits.

Example from Macy's Mobile Site

The screenshot shows a mobile checkout interface. At the top, it asks 'Have a profile?' and encourages signing in for a faster checkout. Below this are input fields for 'Email Address' and 'Password', with a note that the password is case sensitive. A link for 'Forgot Your Password?' is provided. A red 'checkout' button is visible. Below a horizontal separator, it asks 'No profile yet?' and states that users can create a profile during checkout. A second red button, 'checkout as a guest', is prominently displayed at the bottom of the form area.

即使用户想在你的零售网站上购买商品,但实际上,他们仍然不想注册一个帐户。用户会觉得,如果你能以游客的身份购买商品,所以真的很方便、简单、快捷。当购物网站注册一个帐户时,人们不喜欢武力,许多网站并没有通知用户注册帐户有什么好处。

关键要素: 你可以在移动网站提供一个选项, 让用户可以以游客的身份购物。此外, 如果你需要用户在网站上注册一个帐户, 你可以清楚地告诉他们注册的好处。

11、使用已有信息, 最大程度为用户提供便利



11. USE EXISTING INFORMATION TO MAXIMIZE CONVENIENCE

For your registered users, remember and pre-fill their preferences. For new users, offer a third-party checkout service they may already use. Several retail sites in the study offered third-party payment services as an option, reducing purchasing friction for users of those services and allowing the site to prefill shipping info.

Key Takeaway

Take advantage of information you already have, and/or use third-party payment services to make conversion as easy as possible.

Example From Delta Mobile Site



对于那些网站注册的用户，你需要记住他们的喜好。对于一个新的用户，您可以提供他们使用的第三方支付服务。谷歌的研究人员调查了零售网站，他们发现许多网站提供的第三方支付服务，以避免给您带来的不便，当最后支付，移动网站还可以根据现有信息的注册用户，提供地址信息的预填充物流功能。

关键要素：信息要充分利用你的手，尽可能使用第三方支付服务，尽可能为用户提供方便

12. 对于复杂任务，使用“点击拨打电话”功能

12. USE CLICK-TO-CALL BUTTONS FOR COMPLEX TASKS

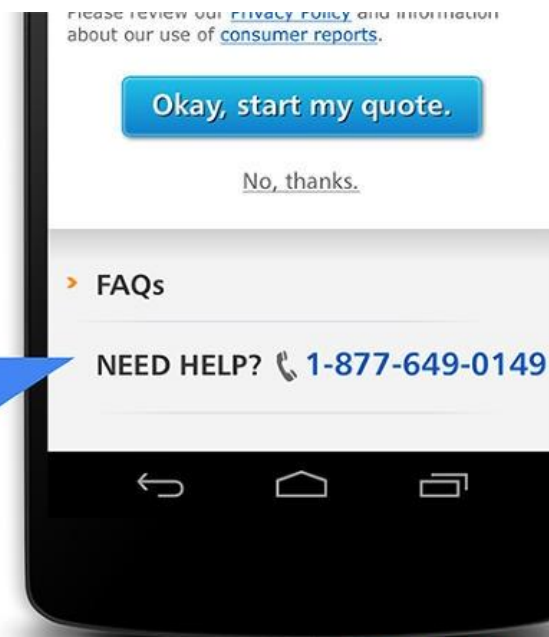
Offer click-to-call at points in the conversion process that require entry of complex or sensitive information.

Key Takeaway

Offering a prominent click-to-call button can keep users from dropping out of the funnel when they need to provide complex information.

Participants appreciated the option to call a financial services company to complete an action over the phone, rather than fill out complicated forms on their mobile device.

Example From Progressive Mobile Site



关键要素：当用户需要提供复杂信息时，你可以在网站突出位置上提供一个“点击拨打电话”功能，这样可

以避免客户从“漏斗”里掉下，造成客户流失。

如果用户需要输入一个更复杂或更敏感的任务，你需要提供一个“点击拨打电话”的服务功能。例如，有一家金融服务公司，他们的移动网站将提供这个功能，如果用户不想在移动终端中填写复杂的形式，可以立即用他的手机打电话，接受人工代理业务。

关键要素：当用户需要提供复杂的信息时，可以提供“点击”功能，在网站上的突出位置，使客户可以避免从“漏斗”，导致客户的损失。

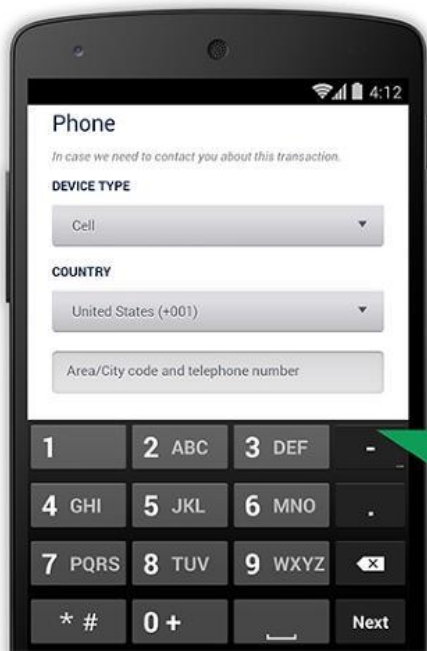
13、当用户更换不同的移动设备时，确保能够便捷的完成交易



用户可能访问你的移动网站在不同移动设备,你需要提供一个简单的方法在不同的设备上共享信息。例如,招聘网站,当用户完成应用程序,他们将一个电子邮件,这样用户可以访问自己的网站在其他设备上。

关键元素:移动用户可能会更换不同的设备,所以您可以通过社会共享,电子邮件,或“放入购物车”,允许用户在网站上继续他们的经验。

14、信息输入时做到流线作业



14. STREAMLINE INFORMATION ENTRY

Participants were pleased when sites automatically presented number pads for entering values like zip codes or birth dates. They also appreciated forms that automatically advanced through fields as they entered information. Conversely, they got frustrated when they had to repeatedly tap small form fields and switch their phone keyboard to numeric mode.

Key Takeaway

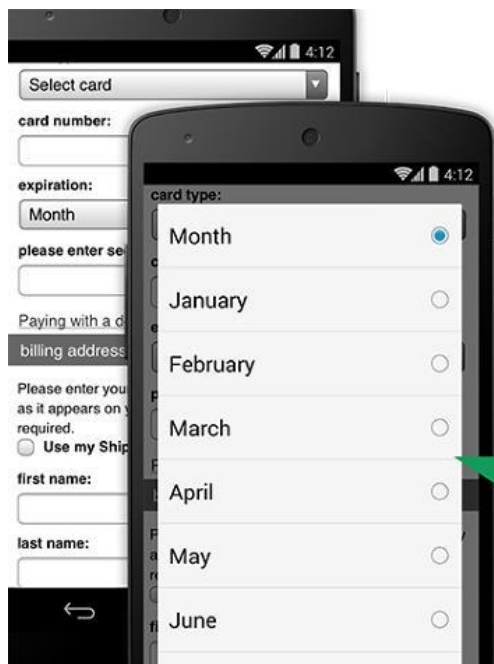
Offer users a number pad for fields requiring number entry, and automatically advance them through form fields as they input information.

Example from Delta Mobile Site.

如果网站可以预先的一些信息，用户体验会很好。提前确定用户的邮政编码，例如，或出生日期，等等。当输入一些信息，如果你能做到自动输入，经验会更流畅。相比之下，如果网站要求用户以小的形式输入一些信息，一次又一次，让他们频繁切换数字/字母模式的手机上的键盘，体验会很糟糕。

关键元素：如果你的站点需要输入一个数字，可以为用户提供一个专用的数字键盘，当用户点击输入框时，自动弹出键盘。

15、为每一个任务选择最简单的输入方法



15. CHOOSE THE SIMPLEST INPUT METHOD FOR EACH TASK

When participants needed to make a choice with limited options, it was easier for them to tap a large toggle icon than to enter text or select from a dropdown. For selecting one of many options, a traditional dropdown was most straightforward. Choose the simplest input method for a task, and always be sure the tap targets are large and easily identifiable.

Key Takeaway

Consider if a toggle or dropdown menu is the optimal choice for each entry on your mobile forms, and always make sure they're easy for users to tap.

Example from Macy's Mobile Site.

如果用户需要选择在一个有限的选择项目,最容易的方法是点击选择,而不是使用文本输入,或下拉框中选择。如果你想选择一个项目在许多选择,传统的下拉框是最直接的。不管什么任务,你需要选择最简单的输入方法。

关键元素:如果你需要输入表单的操作移动网站,然后你可以选择下拉框和开关功能,在任何时间,以确保操作很容易点击。

16、在需要选择日期的时候,提供一个可视化日历

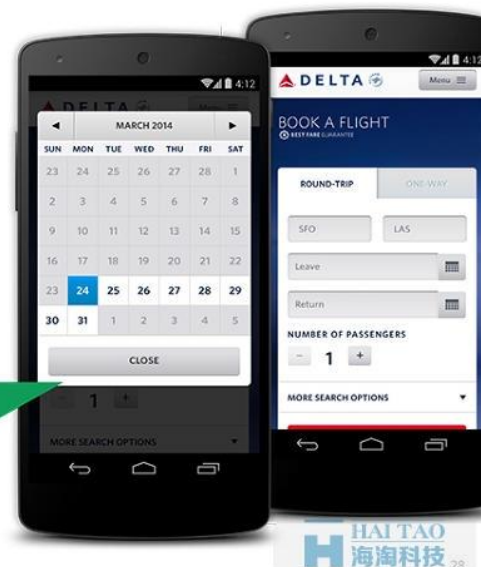
16. PROVIDE A VISUAL CALENDAR WHEN SELECTING DATES

Participants didn't always remember the exact dates for "next weekend" when booking a flight. Offer a visual calendar when selecting dates so visitors don't need to leave your site to check their calendar app. Prevent confusion by providing clear labeling for selecting start and end dates.

Key Takeaway

Keep visitors on your site by offering date selection via a visual calendar with clear instructions.

Example from Delta Mobile Site.



当一个用户在移动站点预定航班时,很难确定“某一天”是几号,所以你需要为用户提供一个可视化的日历来检查日期。让用户不需要离开你的网站,然后打开手机上的日历应用程序。在选择开始和结束日期时,可以提供一个清晰的标签,以避免用户和混淆日期。

关键元素:当需要选择输入日期时,你需要提供一个可视化的日历,并应该有一个清晰的日期结构,让用户不中断体验。

17、通过标签和实时确认,第一时间解决输入错误

impressing menus and family or for simply dressing up any room in the home. [Read More...](#)

1. Select Your Item

| | | |
|----------------------------------|--------|-----------|
| <input checked="" type="radio"/> | Large | (\$69.99) |
| <input type="radio"/> | Medium | (\$59.99) |
| <input type="radio"/> | Small | (\$49.99) |

2. Your Recipient

Zip / Postal Code
Please enter a valid Zip Code

Location Type

Delivery Notes: Gifts cannot be delivered to P.O. Boxes or APO installations.

17. MINIMIZE FORM ERRORS WITH LABELING AND REAL-TIME VALIDATION

Label your forms clearly, and make sure the labels are visible when users are actually entering information - one participant mistakenly entered his street address into the email address field, because only "address" was visible. Likewise, putting labels inside fields caused problems if they disappeared when information was entered, leaving participants without guidance. Once information is entered, validate it for errors in real time prior to submission to prevent users from having to resubmit.

Key Takeaway

Use clearly visible labels to let users know what you need, and validate for errors in real time to let them know if there's a problem before they submit a form.

Example from 1800 Flowers Mobile Site.

在你的表格框内,你应该提示标签功能,而且在实际的用户输入,你可以看到必要的和准确的信息。这是用户的一个例子,一旦进入电子邮件地址栏输入您的家庭住址,因为当时消息这一列不清楚,只有一个地址标签。

把信息输入框将会是一个问题,因为当用户单击准备输入,消息将会消失,所以需要使用标签提示。此外,如果

用户在输入过程中,需要实时确认,否则,一旦错误,会重复,导致用户。

关键元素:清晰可见的使用标签,让用户知道他们的需求,实时验证的输入错误,最后正式提交前的信息来帮助用户正确的。

18、设计高效的表格

18. DESIGN EFFICIENT FORMS

Make sure your forms have no repeated actions, only as many fields as necessary, and take advantage of autofill. With multi-part forms, let your users know what's coming with a progress bar on top. Participants were intimidated by a multi-part form with a very complex initial step, but felt much more comfortable with a different, more straightforward form that clearly labeled each upcoming section. Participants also appreciated multi-part forms that prefilled information they had already entered, like their name and zip code.

Key Takeaway

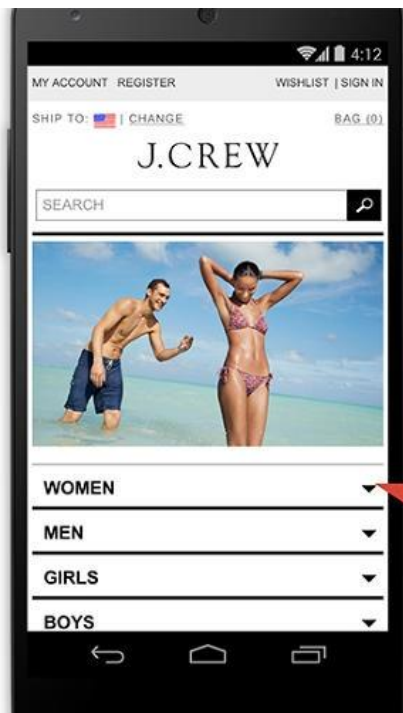
Minimize the number of fields in your forms, and autofill information wherever possible. Use clearly-labeled progress bars to help users get through multi-part forms.

Example from Progressive Mobile Site.

你要保证自己的设计形式不会被重复操作，只提供会丢失的信息，你还需要使用自动填写功能。当用户填写表格时，最好是在屏幕的顶部显示一个进度条，让人们知道自己的进度。如果形式太复杂，会让人不喜欢，相对于性格，一个简单的直接形式可以让人感到很舒服。如果我们可以自动填充的搭配功能，如提前输入用户名和邮政编码，效果会更好。

在输入数字的关键元素：尽量减少窗体，尽可能提供自动填充功能，使用一个清晰的进度条。

19、针对移动终端，整体优化你的网站



19. OPTIMIZE YOUR ENTIRE SITE FOR MOBILE

Unsurprisingly, participants had a much easier time navigating mobile-optimized sites than trying to navigate desktop sites on mobile devices. Sites that included a mix of desktop and mobile-optimized pages were actually harder for participants to use than all-desktop sites.

Key Takeaway

Your site is easiest to use if all your pages are designed for mobile.

Example from J.Crew Mobile Site.

如果你有一个专用移动终端的网站,当用户访问移动设备,这当然是容易得多比纯桌面网站,这是毫无疑问的。但最不舒服,是两个网站的移动和桌面版本混合在一起,用户访问起来比访问 PC 端网站更困难。

关键元素:如果你的网站页面设计的移动终端,那么它将使用起来非常方便。

20、不要让用户用手捏放屏幕，去放大或缩小图片

20. DON'T MAKE USERS PINCH-TO-ZOOM

Participants were frustrated when they needed to zoom in or out, and sometimes missed important messaging and calls-to-action. Design your mobile site so that users won't ever need to change the size. Some mobile sites even disable pinch-to-zoom on their screens - if your site is designed correctly, users will never notice it's gone.

Key Takeaway

Visitors can miss calls-to-action if they have to zoom in a site. Design your site so that they never need to.

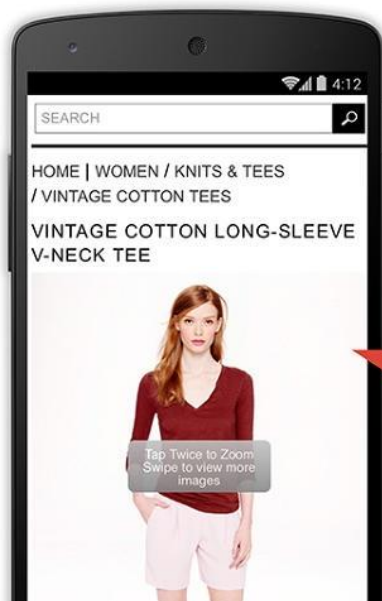
Example from 1800 Flowers Mobile Site.



屏幕上如果用户需要用手捏、放大或缩小图像，有时会看到一些重要的信息或相关内容的“行为召唤”内容，这会让用户感到失望。在移动端网站建设时的网页设计中，你应该注意到，不要让用户改变大小。一些网站会把捏放荧屏功能取消，如果你的网站设计很合理，用户不会有这个功能就不会注意到。

关键元素：如果用户在一个网站放大图像，有时不会看到一些“行为召唤”。在网页设计中，她要注意这个。

21、你的产品图像需要支持大图显示



21. MAKE PRODUCT IMAGES EXPANDABLE

Customers want to see what they're buying. On retail sites, participants expected to be able to view high-resolution closeups of products to get a better look at details, and got frustrated if they weren't able to.

Key Takeaway

Include high-quality closeups of key images like product photos.

Example from J Crew Mobile Site.



客户希望看到他们购买的产品。在零售网站,用户希望看到产品的高分辨率图片,所以你可以看到更多的细节,如果网站不支持产品的图像显示,肯定会让用户感到非常失望。

关键要素:产品照片为这些关键图片,需要提供高质量的特写照片。

22、告知用户在何种屏幕方向上访问网站最舒服

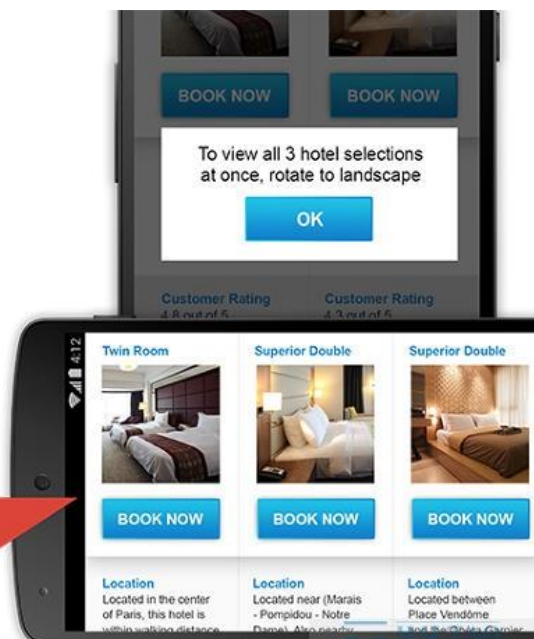
22. TELL USERS WHICH SCREEN ORIENTATION WORKS BEST

Study participants tended to stay in the same screen orientation until something prompted them to switch, like trying to read small type or watch a video. Either design for both landscape and portrait, or encourage users to switch to the optimal screen orientation - but make sure your important calls-to-action can be completed even if they ignore the suggestion to switch.

Key Takeaway

Communicate to users if your site works best in a certain orientation, but ensure your important calls-to-action can be completed regardless of orientation.

Sample screen for illustration only.



用户倾向于在一个固定的屏幕方向访问的网站，除非有一个提示，告诉他们切换屏幕方向(如她看的视频，例如)。可以设计网站，考虑到垂直和水平两个屏幕的方向浏览，并鼓励用户切换到屏幕上的最佳方向。但无论如何切换屏幕方向，你必须确保一些重要的“行为召唤”的内容可以清楚地显示在网站上面。

关键要素：你可以与用户沟通最佳的屏幕方向，但要保证“行为召唤”的在重要内容保持在醒目的位置。

23、保证“行为召唤”的内容在一个单独的浏览器窗口中显示

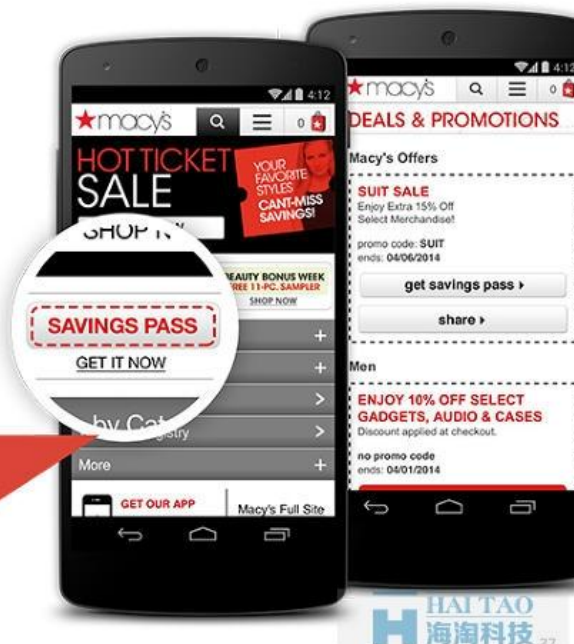
23. KEEP YOUR USER IN A SINGLE BROWSER WINDOW

Switching between windows on a smartphone can be troublesome, and raises the risk that visitors might not find their way back to your site. Try to keep users in one place by avoiding calls-to-action that launch new windows. Participants also sometimes opened new windows to search for coupons - consider offering these on your site to avoid users looking elsewhere.

Key Takeaway

Ensure your calls-to-action stay in the same browser window, and add functionality to your site that addresses why consumers might switch windows.

Example From Macy's Mobile Site.



频繁切换智能手机界面是一件很麻烦的事,并且用户可能找不到如何回到你的网站。所以,让用户浏览你的网站只在一个窗口。尤其是,不要打开新窗口打开“行为召唤”内容。

关键元素:保证“行为召唤”的内容在一个单独的浏览器窗口中显示。

24、回避“全网站”标签

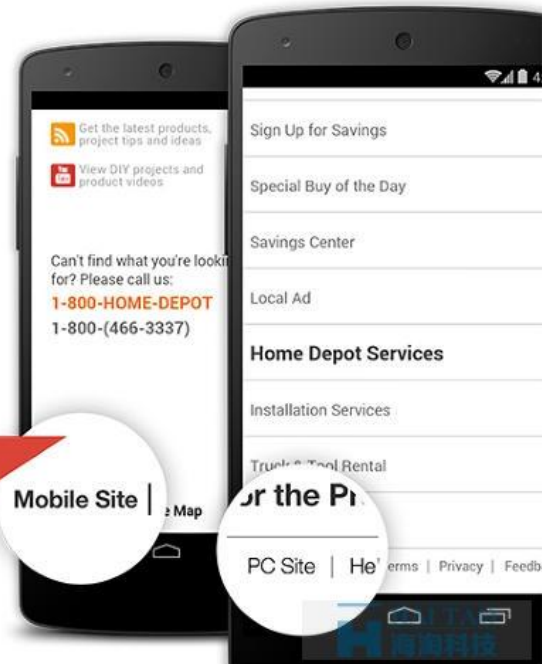
24. AVOID "FULL SITE" LABELING

When participants saw an option for "full site" vs "mobile site," they assumed the mobile site was condensed and chose the full site instead. One participant preferred the desktop site because it had "so much more information" - even though the mobile and desktop sites had the same content. Using terms like "desktop" instead of "full" can help avoid these perceptions.

Key Takeaway

Make it easy to switch between site experiences, but use labels like "desktop" instead of "full" to be clear that both sites offer a full experience.

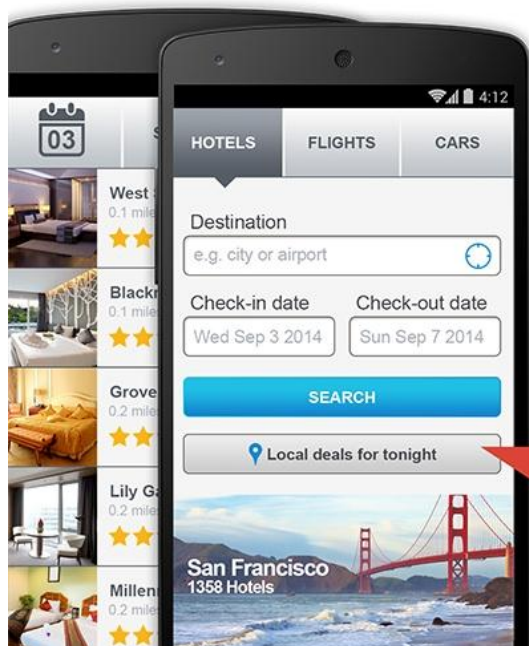
Example from The Home Depot Mobile Site.



一旦用户看到选项“全网站”，会觉得是不是“移动网站”是压缩精简版本的网站，最终不得不选择点击进入“全网站”。即使桌面上的网页和移动网页的内容是一致的，也会给用户造成误解，因此，可以使用桌面网站标签，而不是“全网站”。

关键元素：给用户一个简单的站点切换体验，使用桌面网站标签，而不是“全网站”的标签。

25、你要明白自己要用户地址信息的作用



25. BE CLEAR WHY YOU NEED A USER'S LOCATION

Users should always understand why you're asking for their location. Participants trying to book a hotel in another city became confused when a travel site detected their location and offered hotels in their current city instead. Leave location fields blank by default, and let users choose to populate them through a clear call-to-action like "Find Near Me."

Key Takeaway

Always make it clear why you need a user's location, and how the information will influence their experience.

Sample screen for illustration only.

用户通常想知道为什么你想问他们的位置信息。例如,一个用户在一个旅游景点在其他城市的酒店,但他觉得很奇怪,因为网站会要求用户提供当前位置的位置信息。所以,你需要把这一列的位置在网站上默认是空的,然后让用户选择,或提供一个清晰的“行为召唤”操作,例如,“我周围的发现”等。

关键要素:你要明白自己要用户地址信息的作用,然后要了解这些信息是如何影响用户体验的

针对上述这 25 个要点,谷歌公司用户体验研究员 *Jenny Gove* 总结了最重要的四点建议,分别如下:

另外, *Gove* 建议,最好能够显示表格填写的步骤。而且最好在填写时可以实时验证输入内容的正确性,比如用户在输入自己的邮政编码时,可以实时校验。

在以上这 25 点来看,谷歌公司用户体验研究员 *Jenny Gove* 总结了最重要的四点建议,分别如下:

1、添加搜索栏

若你的移动网站没有一个搜索栏,所以真要加一个搜索栏。“在移动终端,人们希望能够快速的找到他们所需要的,所以我们发现人们是搜索栏的需求很大,而且最好是在首页。”*gove* 给解释。

当然,作为谷歌推出的一个研究项目,推荐醒目的地方安装网页搜索栏似乎并不令人惊讶。但事实上,谷歌公司发现,用户并不真正介意使用搜索栏,因为它可以让他们快速找到你需要的信息。

2、把大表格拆分成小块

谷歌发现,很多网站都会要求用户提供各种信息,如地址信息(需要用于当发送商品时),信用卡号码(需要用于在支付支票时)等等。并及时填写这些信息,网站往往会提供一个长的窗体页面,有各种各样的输入框,非常复杂。所以,如果我们可以把这些形式拆分成更小的,更容易理解小,效果会更好。

此外,政府的建议,显示形式的最好措施。和最好的可以实时填写,以证明输入的有效性,如用户在输入自己的邮政编码,你可以实时检查。

3、允许用户匿名浏览

一些购物网站将要求用户必须注册或登录购买操作。而一些网站更夸张的是,你必须注册或登录才能浏览。这两种方法都是错误的。

戈夫说,如果您准备创建一个零售网站,如果用户没有注册帐户,那么可以提供他们一个访问者的身份。是的,商家都希望用户可以注册登录,但他们可在买单之后再进行操作。

4、要在支持设备之间轻松切换

因为人们在任何时候和任何地方都使用移动终端，所以在使用过程中可能会被一些东西打断，然后将其转移到 *PC* 端，然后去忙其他事情了。

戈夫认为，最痛苦的经验是，当用户切换设备，不能继续自己之前的使用体验，如果允许用户复制和粘贴你的访问的 *URL*，它太麻烦了。

最好的解决方案是，移动网站可以提供一个快捷键，然后将当前的链接自动，或访问内容发送到用户自己的邮箱里面，然后无论用户设备以上登录，都可以继续自己的使用。

最后，戈夫想通过用户研究谷歌，清晰定位的问题在移动网站建设存在的，她认为，虽然问题很多，但幸运的是，这些问题可以发现，如果这些问题可以写下来的人，意味着人也有解决问题的能力。

手机页面制作的 **25** 个设计注意事项文章下载，点击：