

Newsletter Signup Page

Design Process



BUSINESS CASE

1. **Business case**
2. Design process
3. Explore
4. UX Research
5. Problem-solving
6. Design
7. Next steps

Problem statement

“An internal stakeholder has requested a new responsive page for our customers enabling them to sign up to a new digital newsletter which will be sent out by email.”

Requirements

The stakeholder would like a single page to include the following:

Headline:

“We’re building the UK’s fastest 5G network”

Small copy:

“All you have to do is fill in the form to get Three’s regular newsletter. You can get the latest updates on our network story as well as Three’s latest products and offers.”

Form:

- First name
- Last name
- Email
- Postal Address
- Gender
- Checkboxes:
 - 5G network news
 - Products and services

offer

BUSINESS CASE

Talk to the stakeholder

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1. Understand objective

- What are we trying to achieve?
- What is the ultimate goal?
- In this case: highest possible subscription (quantity) or full data on subscribers (quality)

2. Gather intel

- Is there already a solution in place?
- What is working/not working with current set up?
- Other things tried out before?
- Any other pages that they might like.

3. Connect and build relationship

- Opportunity to connect and build trust
- Engage and onboard with process

BUSINESS CASE

Assumptions

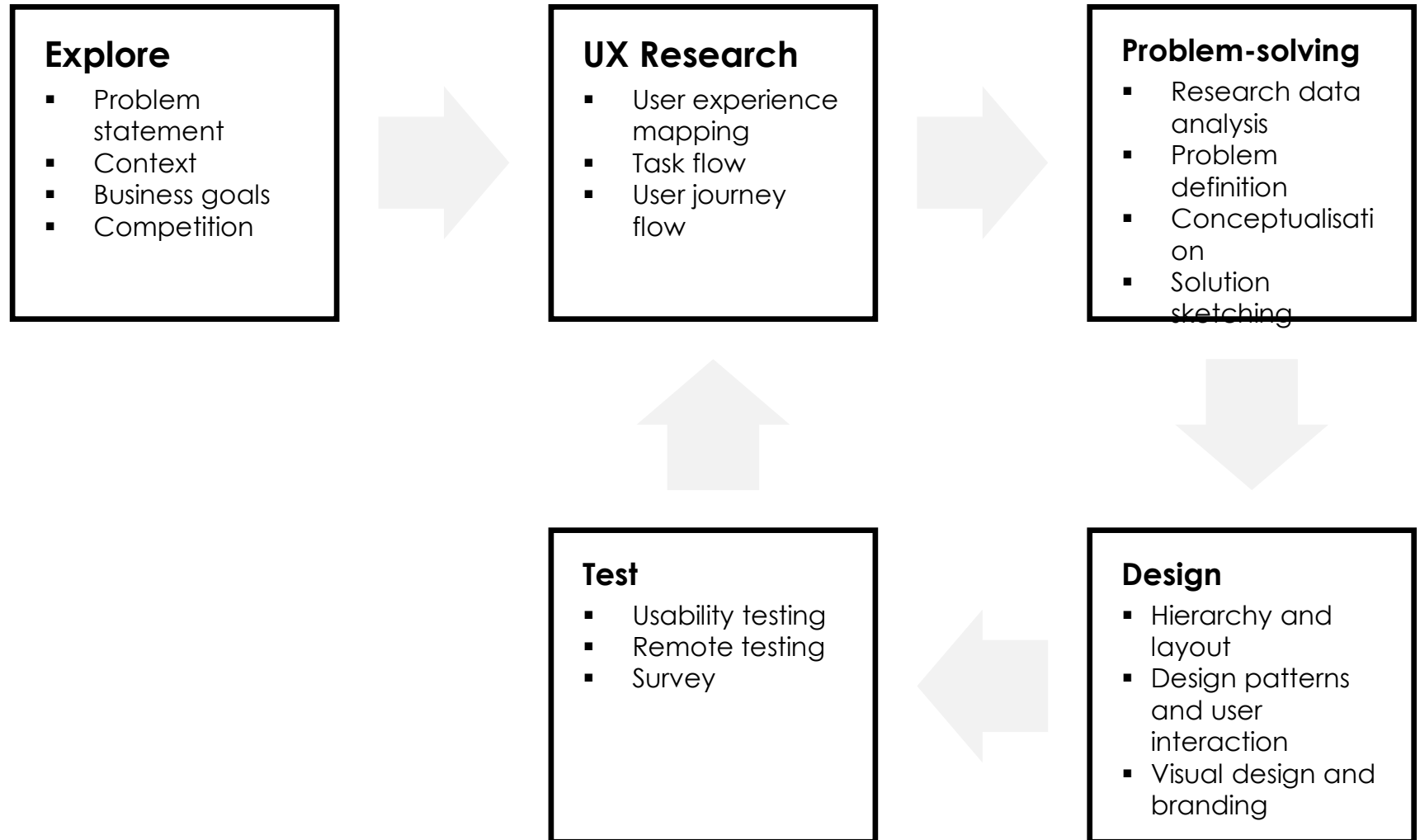
1. **Business case**
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- Increase conversion
- Provide a better customer experience
- Create leads
- For new and existing customers

DESIGN PROCESS

Typical approach

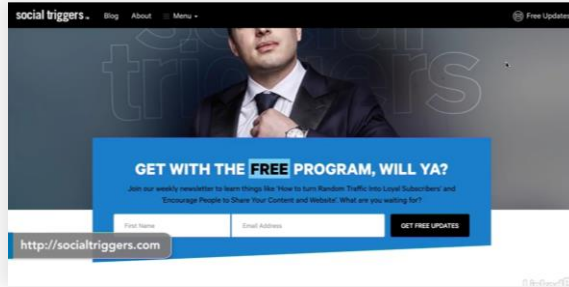
1. Business case
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EXPLORE

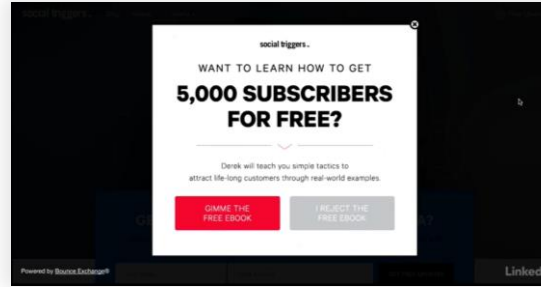
Signup forms

1. Business case
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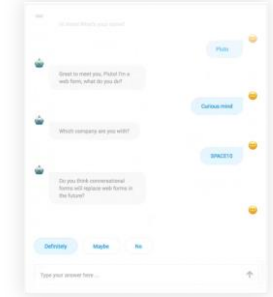
Feature box

Place above content on a website or above the fold



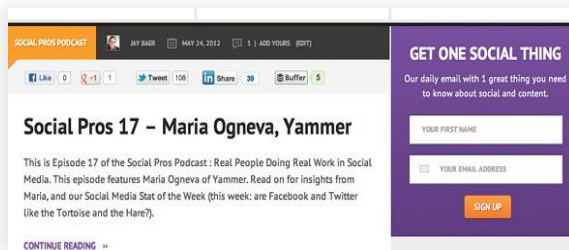
Pop-up box

Consider timing and page placement



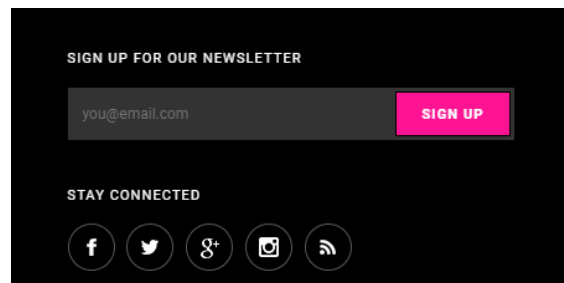
Conversational interfaces

More natural interaction with machine



Top of sidebar

This area tends to get ignored.



Bottom of page

Take advantage of user engagement

EXPLORE

References

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Last name *

Mobile number *

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Please select before submitting the form: *

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YES, SIGN ME UP!

email address...

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- Community Code of Conduct

EXPLORE

Form components

1. Business case
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Structure

This includes the order of fields, the layout and appearance.

Input fields

- Text fields
- password fields
- Checkboxes
- radio buttons
- sliders
- any other fields designed for user input

Field labels

These tell users what the corresponding input fields mean.

Action button

When the user presses this button, an action is performed (such as submission of the data).

Feedback

The user is made to understand the result of their input.

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EXPLORE

Branding

Three brand - Universal and recognisable

Logo placement - Free. Bold and confident.

Typography - Best standard. Timeless, simple and approachable.

Colour palette - Alive with colour. Local 3D gradients, life and movement in digital space.

Imagery - The world. Augmented. Rooted in reality, augmented through digital manipulation.



We're building the UK's fastest 5G network

All you have to do is fill in the form to get Three's regular newsletter. You can get the latest updates on our network story as well as Three's latest products and offers.



EXPLORE

Increase conversion

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Number of fields

When it comes to designing forms, a rule of thumb is that shorter is better. And this certainly seems intuitive: less effort on the part of the user will lead to higher conversion. Thus, minimize the number of fields as much as possible.

Number of words

Use succinct, short, descriptive labels (a word or two) so that users can quickly scan your form.

Alignment of labels: left vs. right vs. top

Forms are completed faster if labels are on top of the fields. Top-aligned labels are good if you want users to scan the form as quickly as possible.

Inline validation

Real-time inline validation immediately informs the user about the correctness of their data. This approach allows them to correct any errors faster, without having to wait until they press the "Submit" button to see the errors.

Visual feedback

Design the "Submit" button in a way that clearly indicates the form is being processed after the user's action.

Imagery

Showing an image with a desired outcome increases signups by 89%.

Conversion Rates

<https://www.nngroup.com/articles/conversion-rates>

Best Practices for Form Design

<https://xd.adobe.com/ideas/principles/web-design/best-practices-form-design>

UX Research

Identify goals & needs

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Work with UX to understand the user

- Who are they?
- Why do they want to sign up?
- What is their goals and needs?

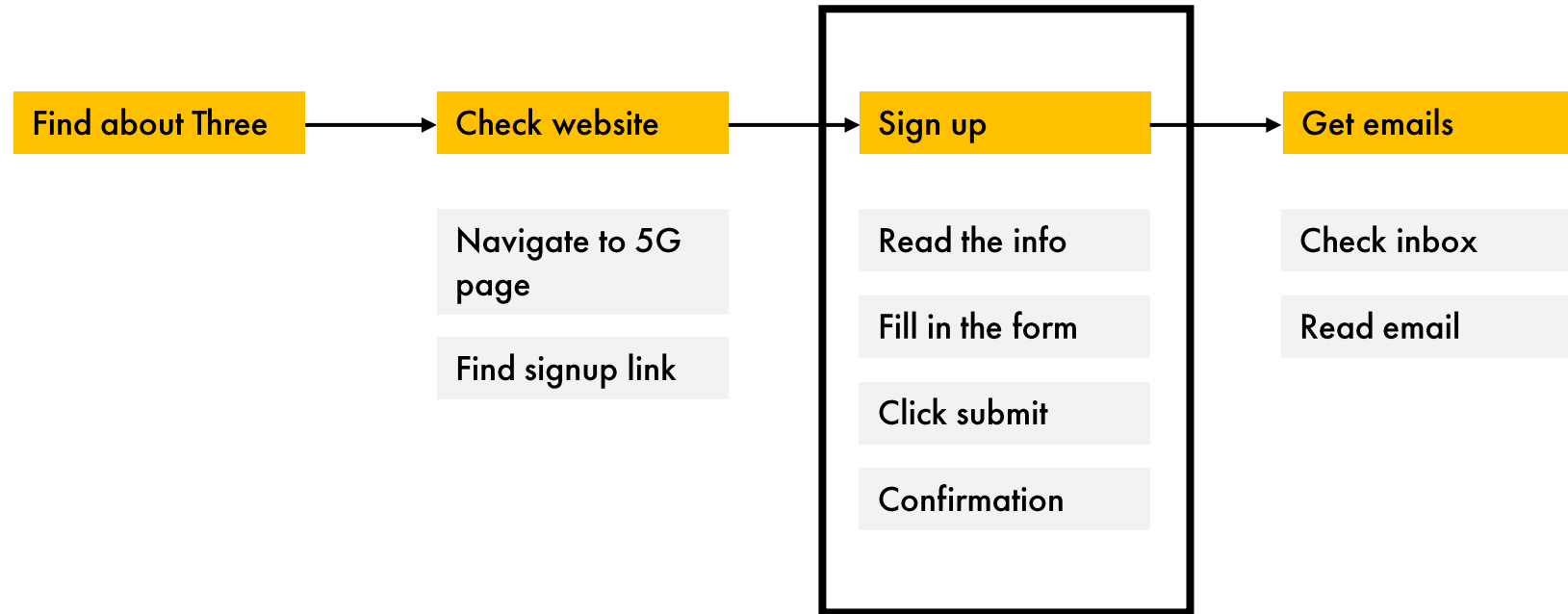
Assumptions

- **User research is done and persona is identified.**
 - Young, clever and tech-savvy.
- **Their goals and needs have been identified.**
 - Access to concrete and valuable data about Three and 5G
 - Quick and concrete results
- **User flow is created and biggest pain points and opportunities have been identified.**
 - Don't like long forms → decreases conversion
 - Forms are tiresome → create more engaging experience

UNDERSTAND THE EXPERIENCE

Scope

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PROBLEM DEFINITION

Conclusion

1. Business case
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Problem statement

“An internal stakeholder has requested a new responsive page for our customers enabling them to sign up to a new digital newsletter which will be sent out by email.”



Problem definition

“Create an engaging signup form for website visitors that like to stay up to date with our latest service & products offering while boosting conversion rates through a better user experience”



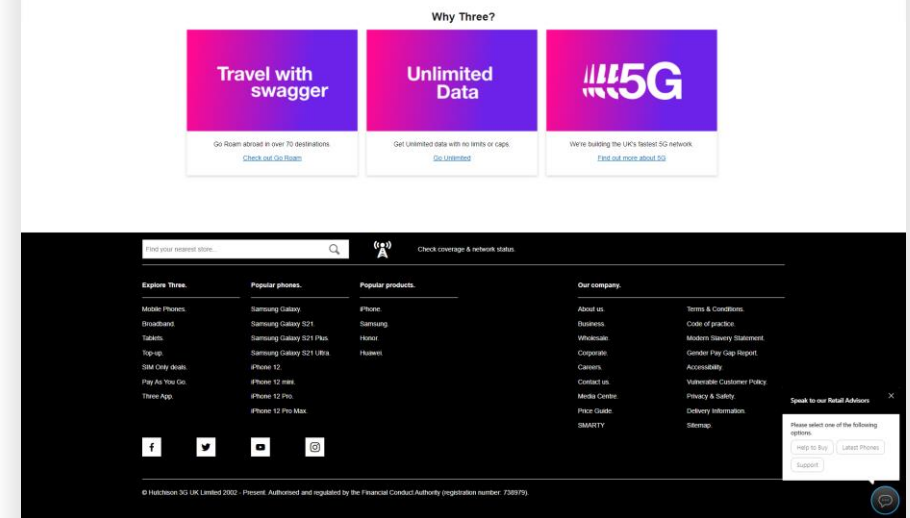
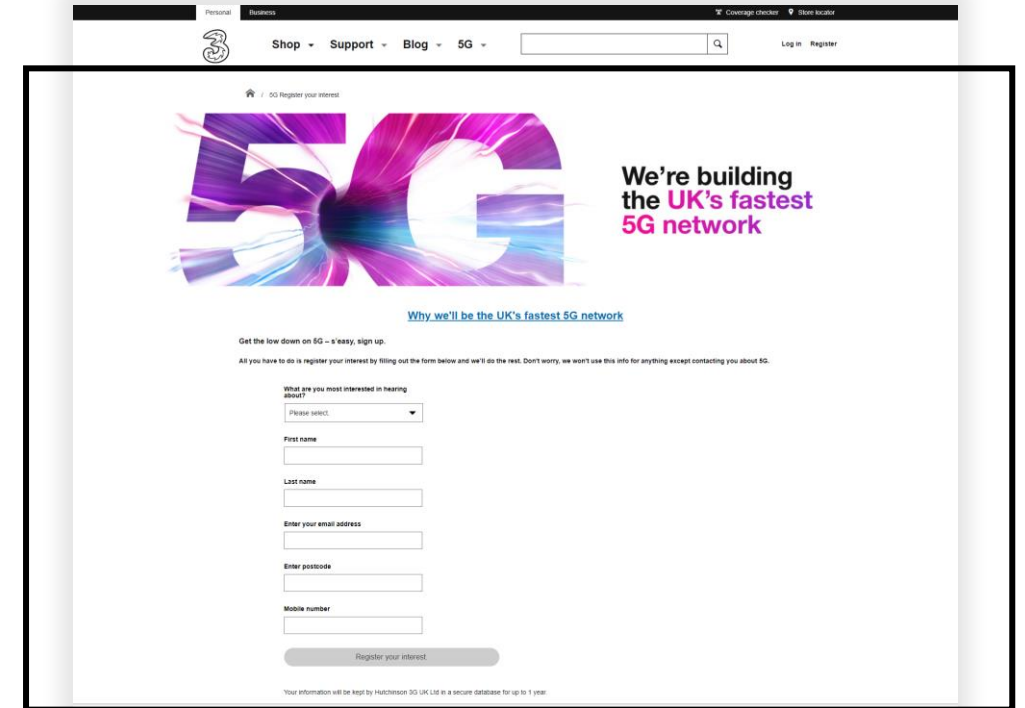
Reconnect with stakeholder

- Share key findings and recommendations
- Manage expectations
- Reach agreement
- Listen to needs / feedback

PROBLEM-SOLVING

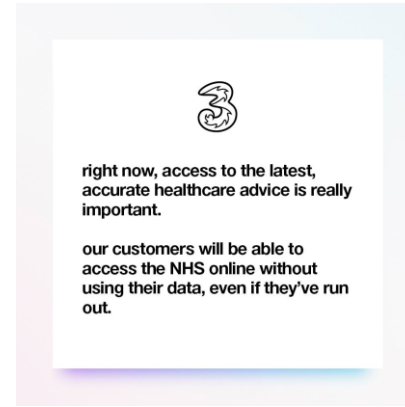
Starting point

1. Business case
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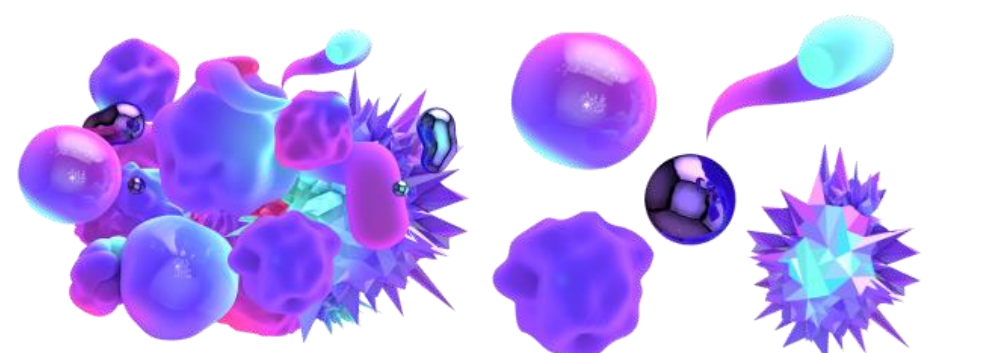


DESIGN

Imagery

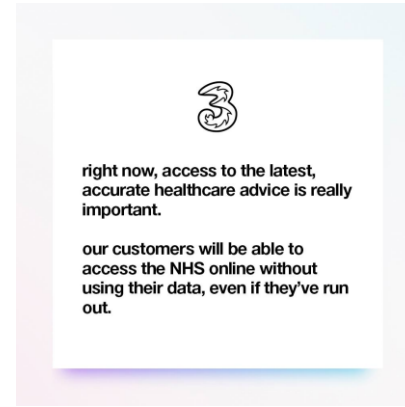


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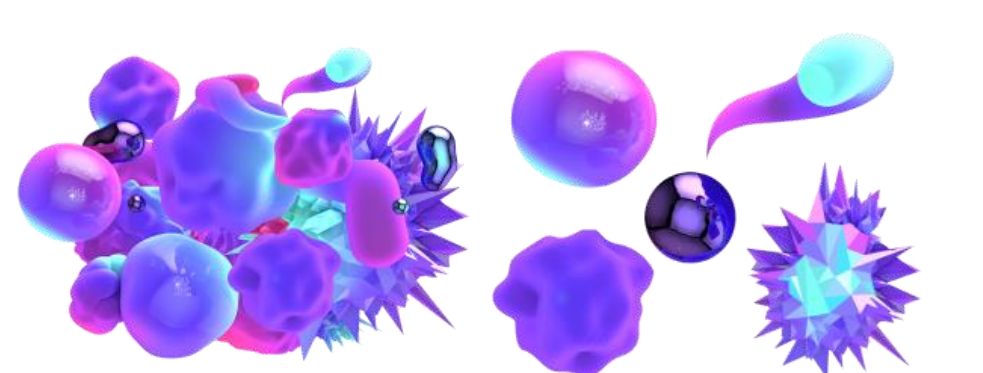


DESIGN

Imagery



1. Business case
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DESIGN

Iteration 1

1. Business case
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5. Problem-solving
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DESIGN

Iteration 1

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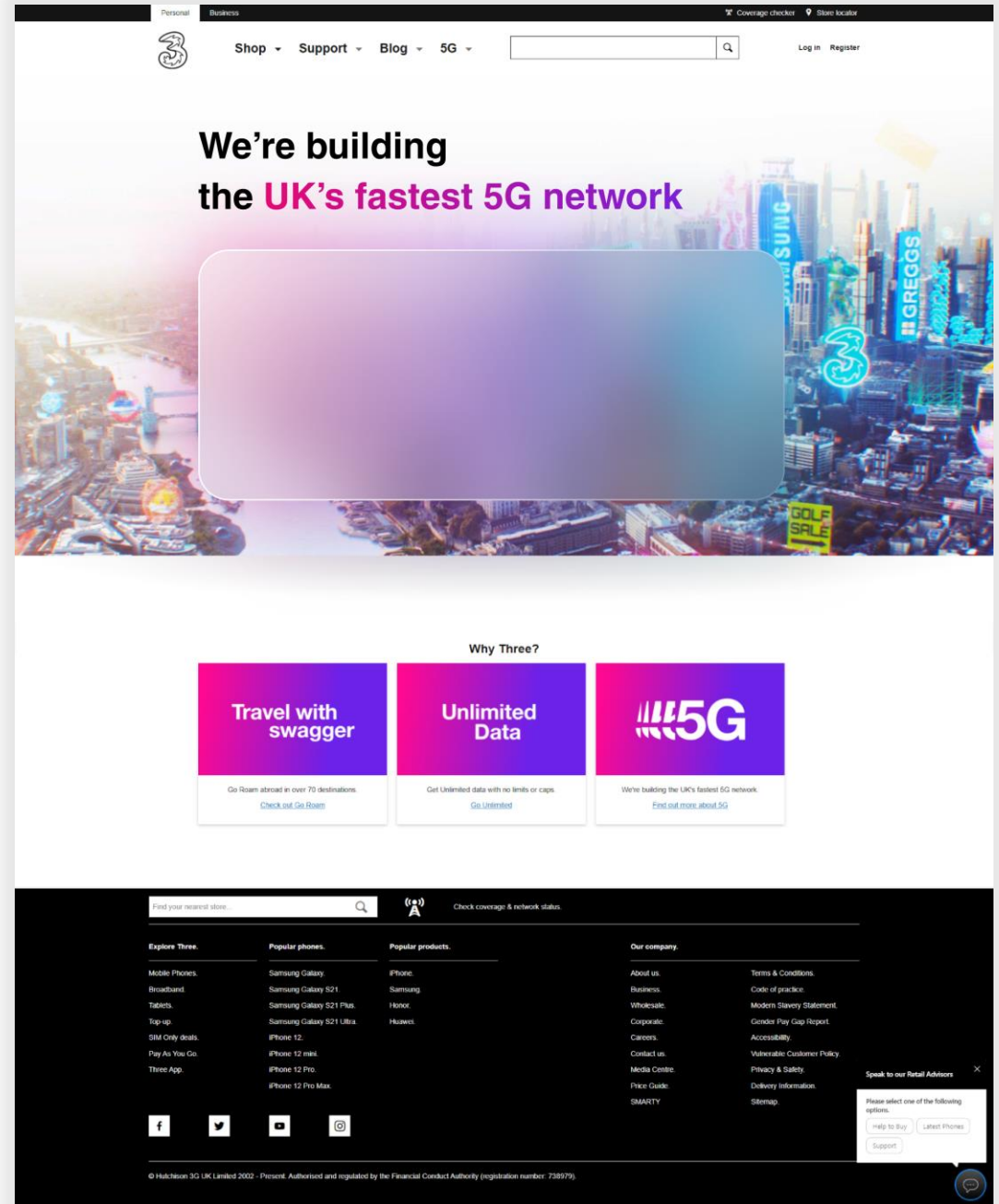


DESIGN

Iteration 1

Banner doesn't work with the background.

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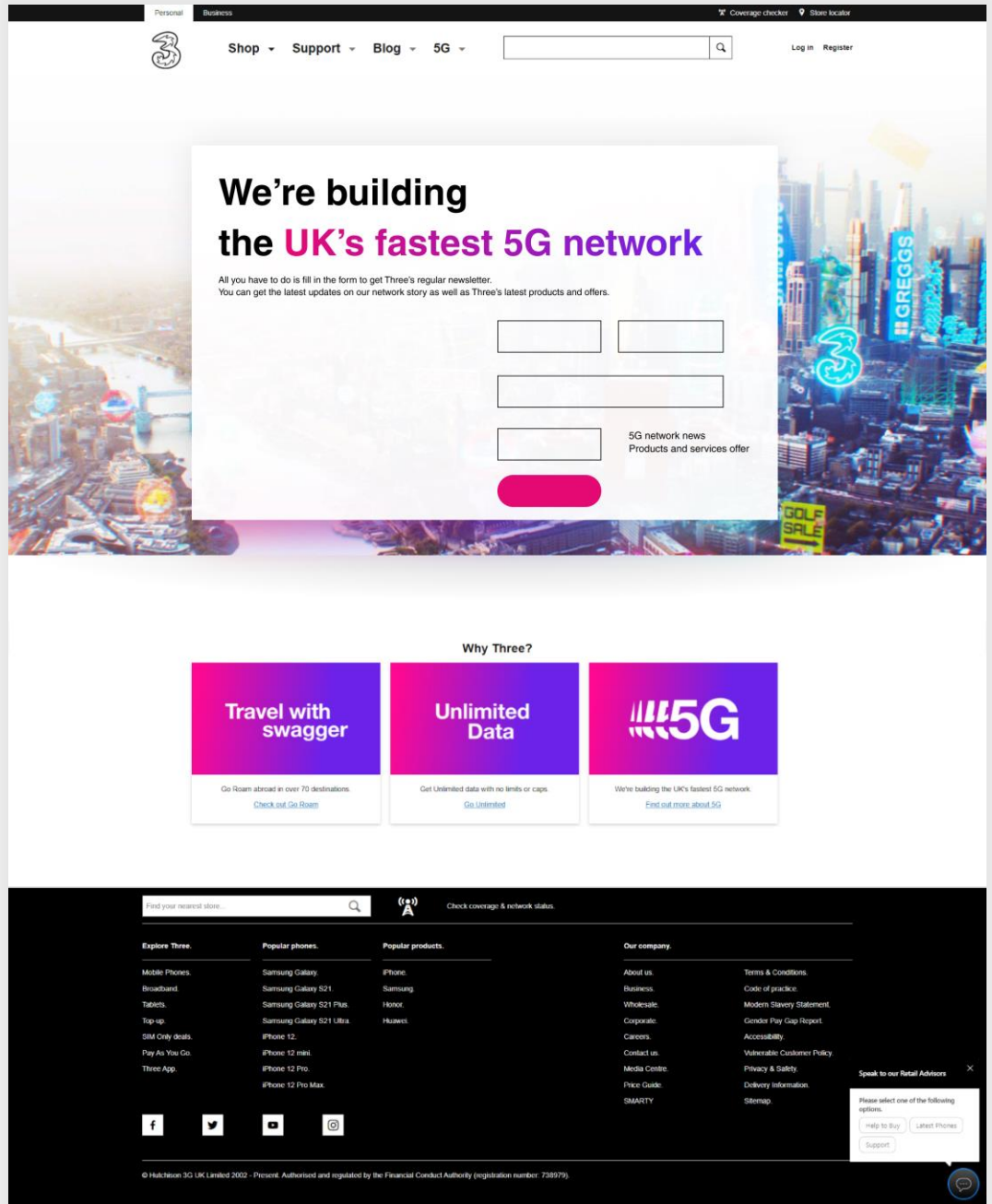


DESIGN

Iteration 2

Too much white space

1. Business case
2. Design process
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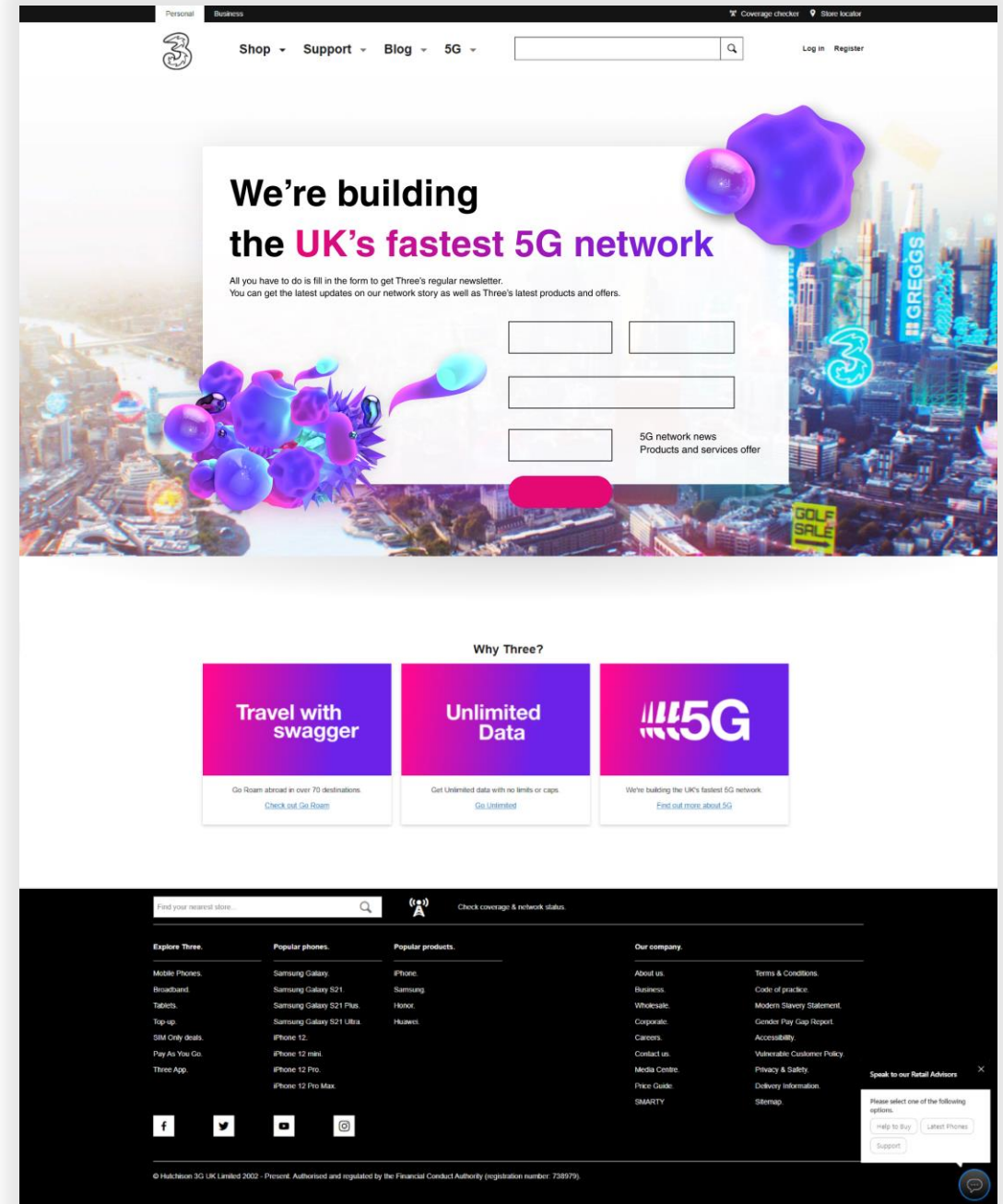


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DESIGN

Iteration 2

Add elements to fill white space, but also create a focus on the input fields



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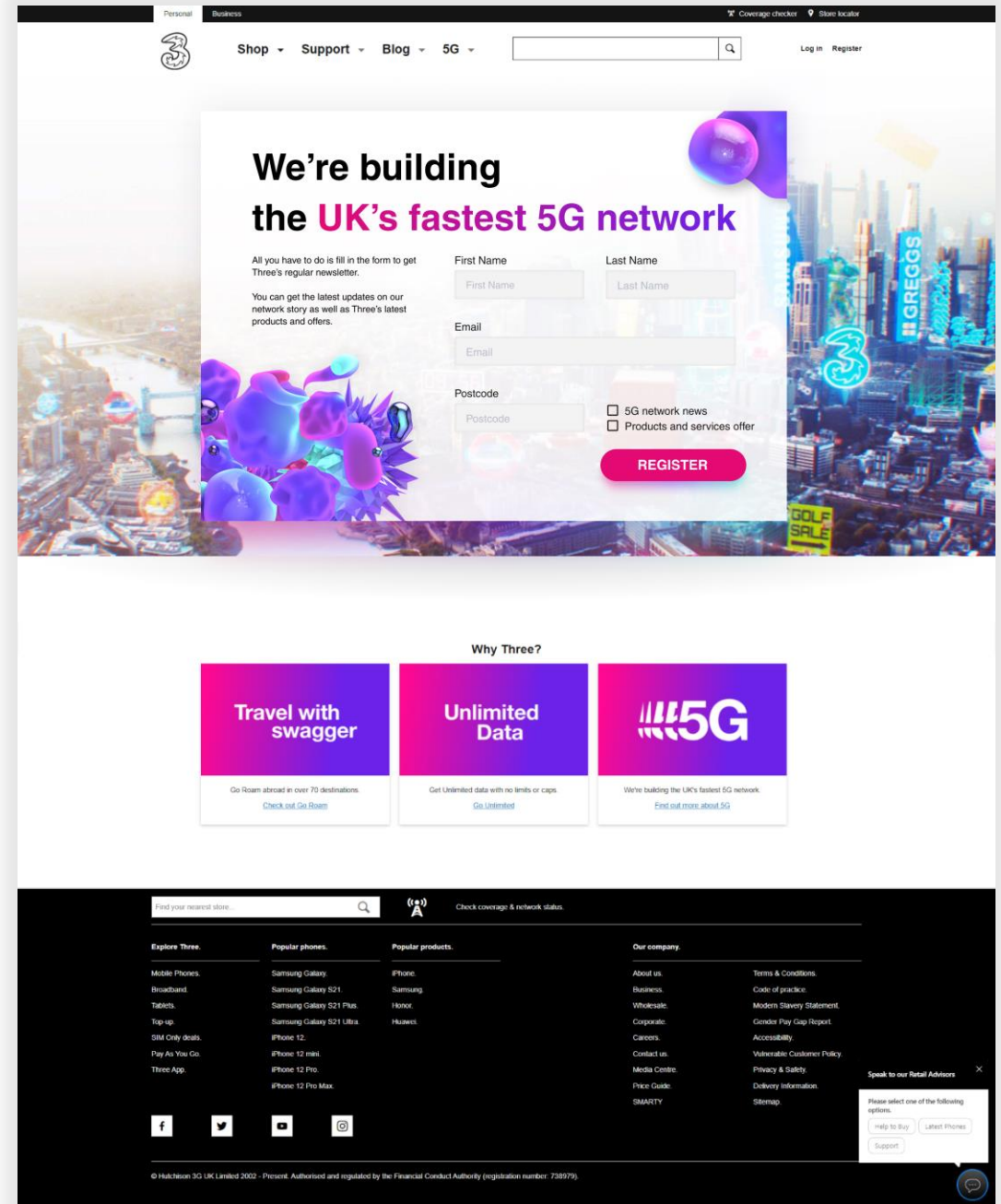
DESIGN

Iteration 2

Input fields have not enough contrast

Focus on microinteractions

Allows the viewer to interact with a tedious issue but in an engaging manner.

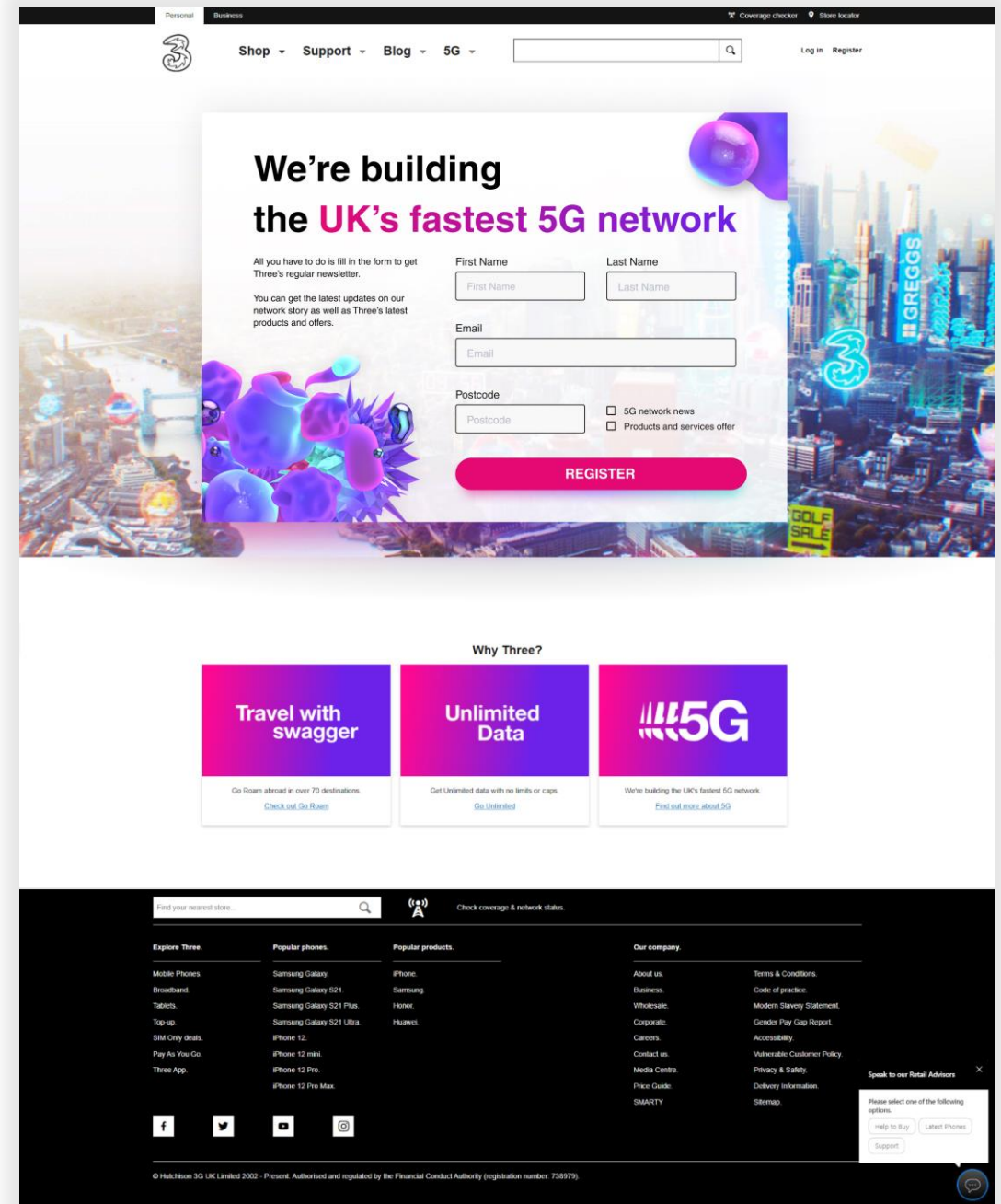


DESIGN

Iteration 3

Layout is messy

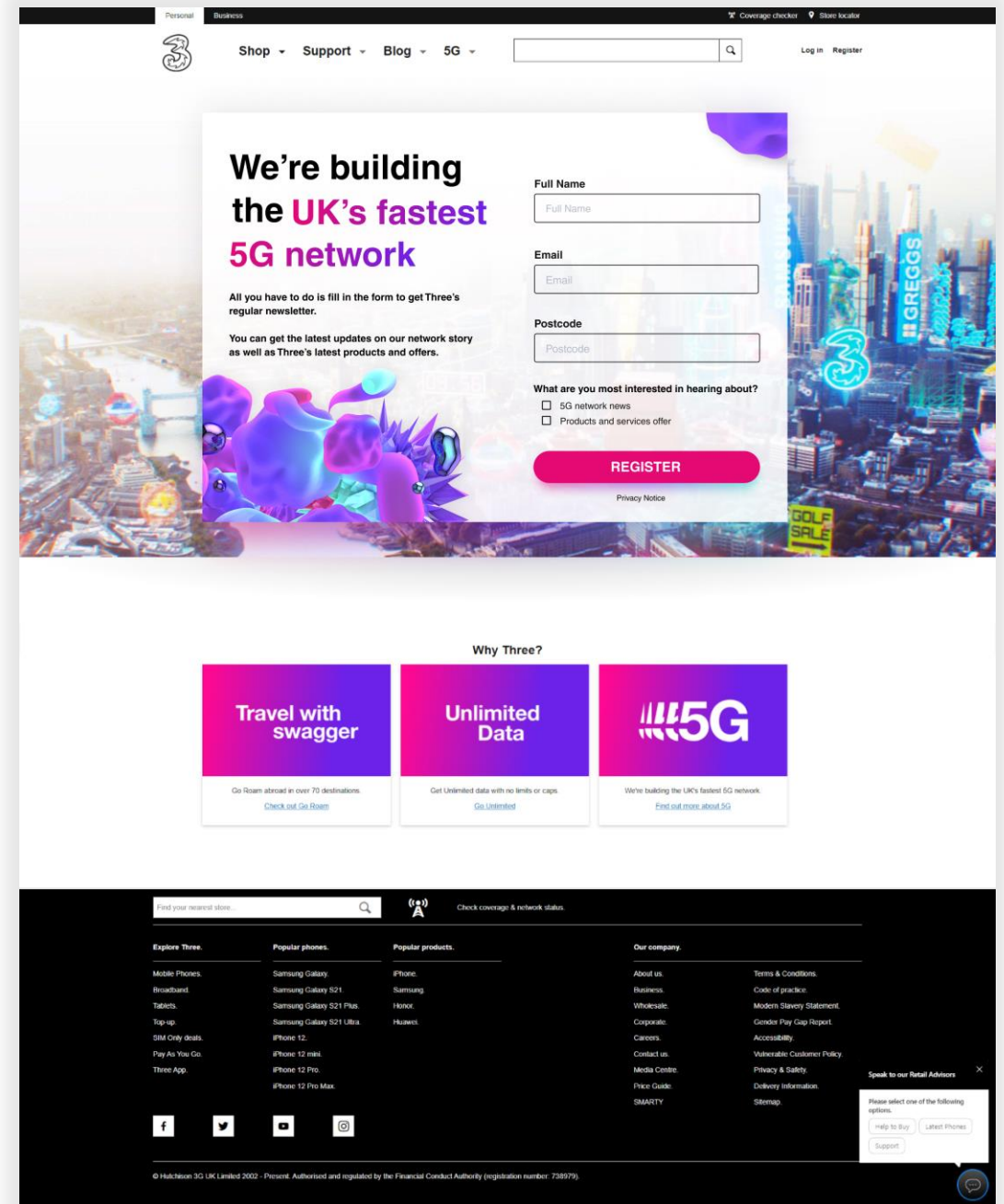
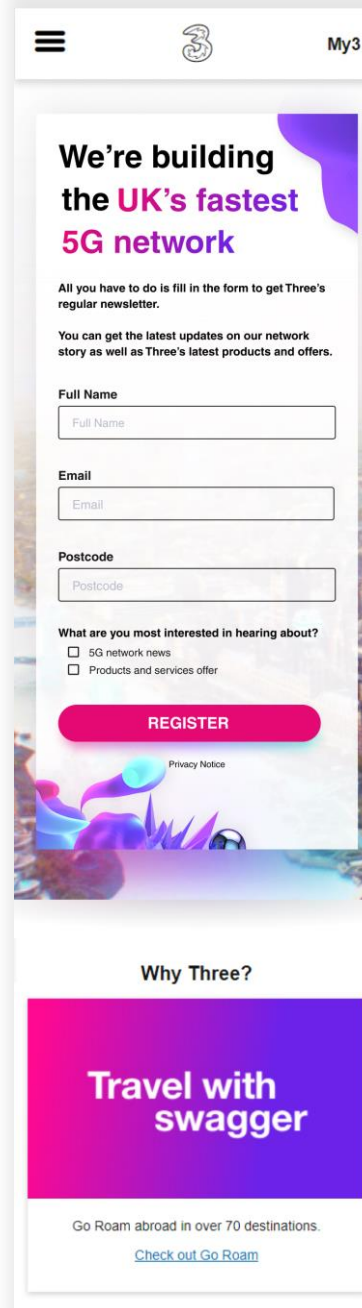
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DESIGN

Final

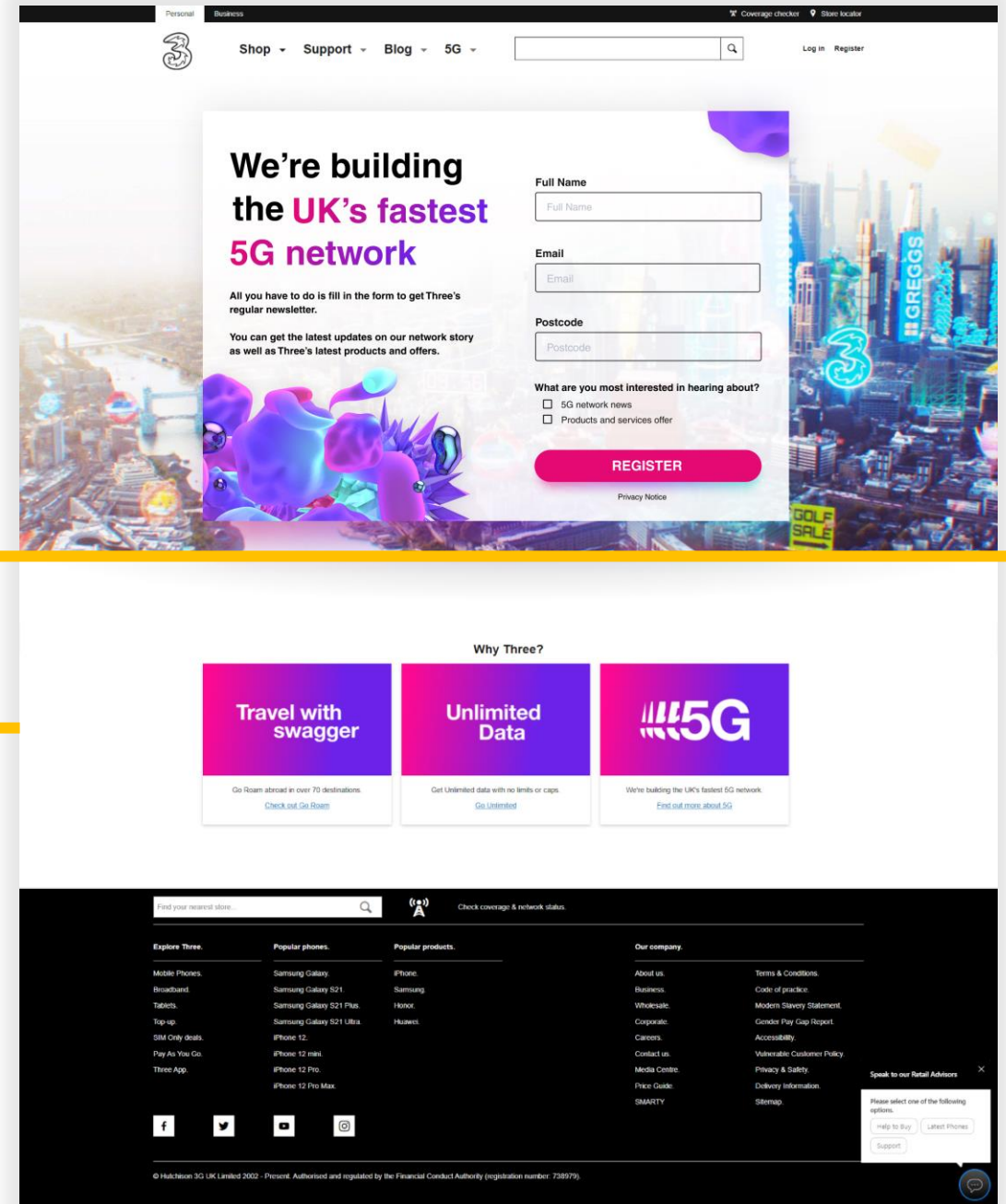
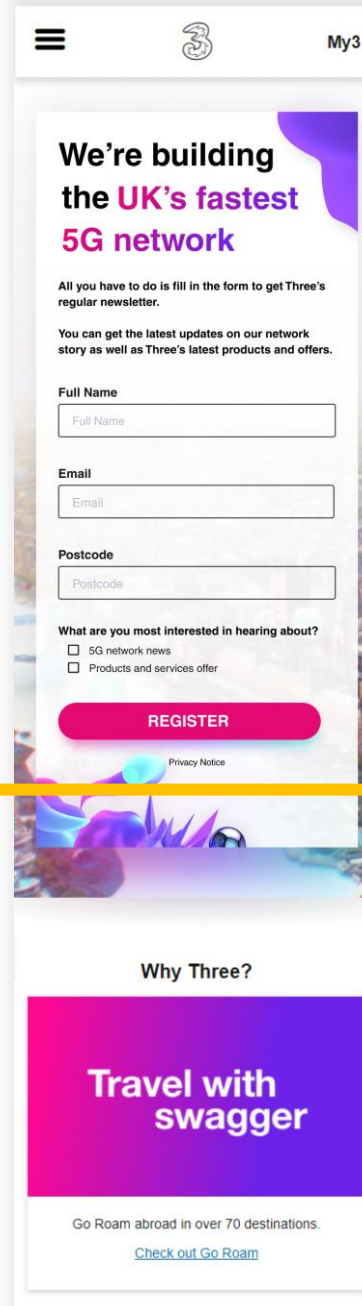
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DESIGN

Final

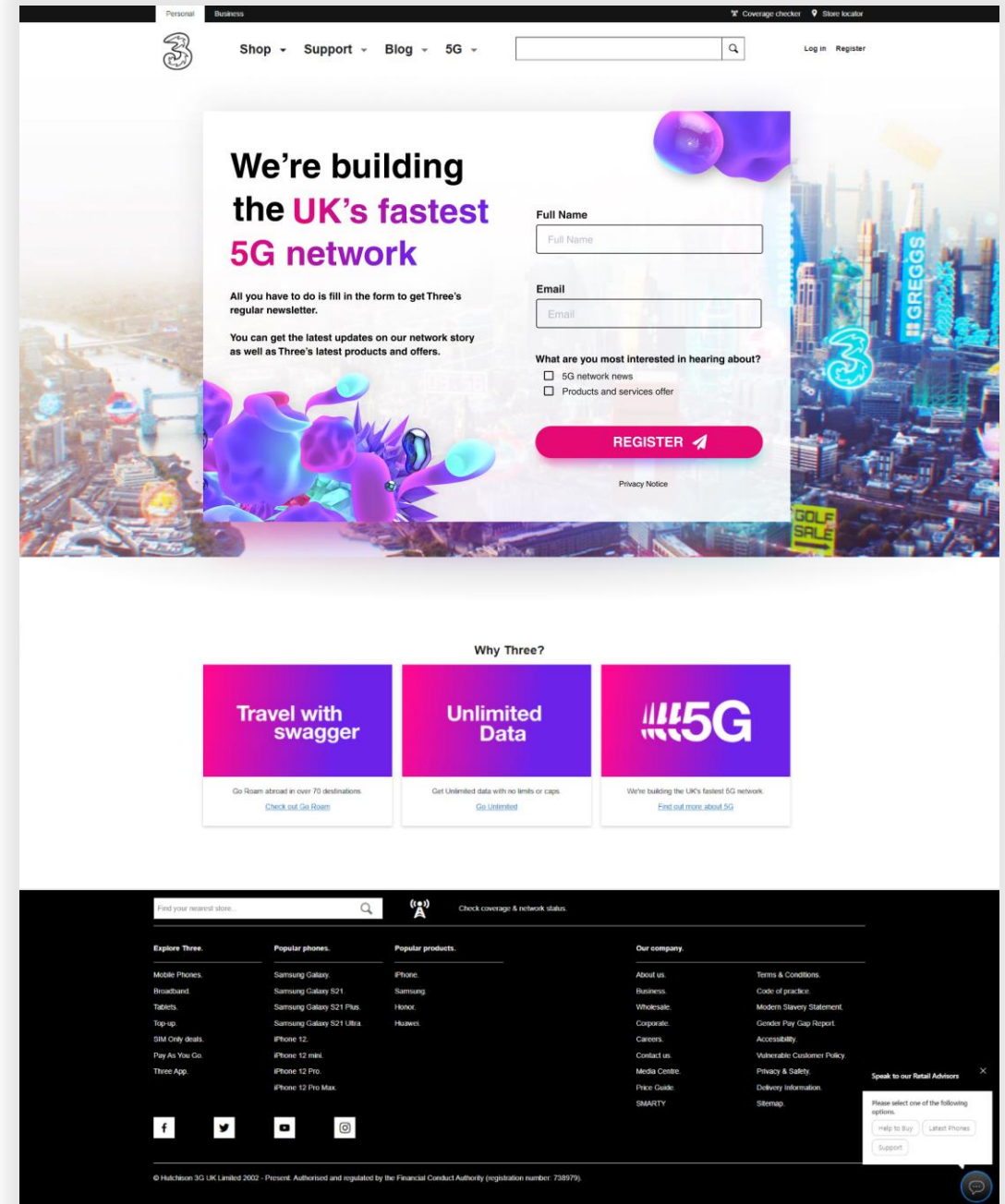
1. Business case
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DESIGN

Alternatives

1. Business case
2. Design process
3. Explore
4. UX Research
5. Problem-solving
6. **Design**
7. Next steps



NEXT STEPS

1. Business case
2. Design process
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6. Design
7. **Next steps**

- **Approach the complete user journey.**
- **Identify users and collect data to create realistic user persona.**
- **Spend more time focusing on the user interaction and design solutions, i.e.. microinteractions.**
- **Involve the team to identify best solutions for copy, consistency etc.**
- **More research on emerging use cases, i.e. conversational interfaces.**
- **Create a user journey flow based on the new design to identify more opportunities.**
- **User testing to test and validate the design decisions.**

END

