15 WEB SITES WITH EXCELLENT UX

BY KENDRA GAINES • **USABILITY, WEB DESIGN** • **JUL 3, 2013**

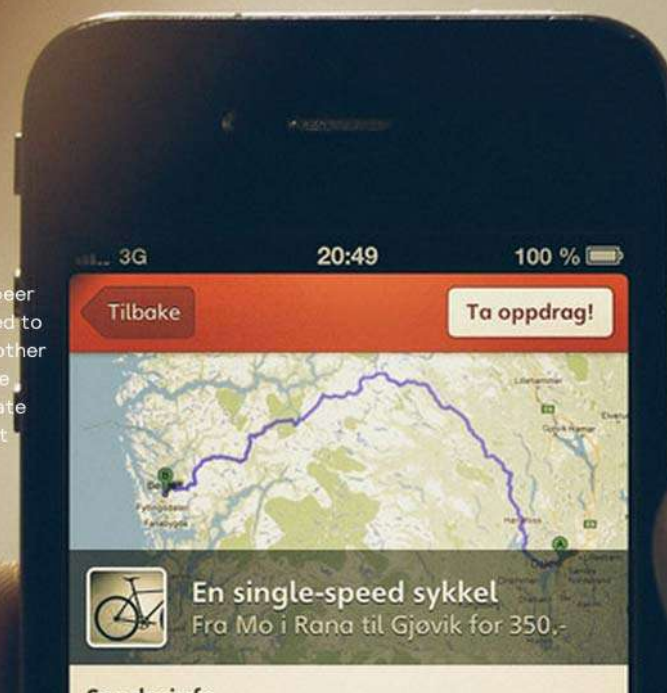OUR WORK   ABOUT US   THE TEAM   OUR CLIENTS   THE STABLE   WE'RE HIRING!   BAKKEN &BAECK

EASYBRING

Easybring is a collaborative peer-to-peer service that connects people who need to send something from one place to another with people going that way anyway. We worked closely with their team to create Easybring's strategy, identity, concept and product design.

VISIT THEIR WEBSITE

.Il .. 3G   20:49   100 %

Tilbake   Ta oppdrag!

En single-speed sykkel
Fra Mo i Rana til Gjøvik for 350.-

Senderinfo

User experience is greatly important in the development of a website these days. A great user experience makes sure someone visit your site and enjoy every portion of it. User experience also makes sure you can maneuver around a site and find everything you're looking for. Think about how you like the experience you partake in at a Starbucks or a Barnes and Noble bookstore. These places were made with the customer experience in mind.

UX (user experience) for web design is a combination of such skills as user interface design and interaction design. It's about making things that make sense. Some of our favorite developments in UX include the ability for more information to appear as you scroll down a page, rather than having to click the next or "load more" buttons. Another is the ability to hit left and right navigation keys on your keyboard rather than having to click through pagination. This is effective because it makes web browsing easier and more intuitive.

Today we've found 15 great sites that really understand and take the time out to create a

wonderful user experience. They've used great design, development, navigation and much more to create sites with almost perfect UX. Let's jump right in.

ANDREW JACKSON

Andrew is a freelance designer based out of London. His portfolio site is absolutely wonderful. Its navigation is almost based solely off the navigational keys on the keyboard and is set up so that every time you move in a direction, there's something there. You can move from project to project or within different parts of a specific project. In addition, the site isn't cluttered and you know exactly where you should be.
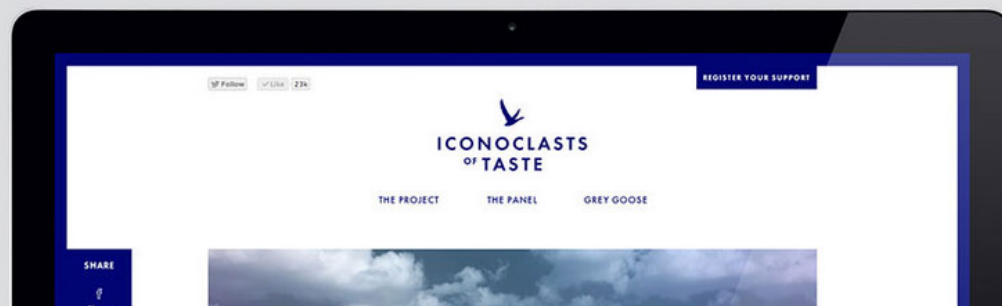
BAKKEN & BAECK

Bakken & Baeck is a small agency based in Norway that claims to turn good ideas into great products. They help back up this claim by showing you some of their work. Again, you can scroll through the pages and portfolio work by using the navigational keys on the keyboard. They also focus you in on what you're to see, which helps you maneuver and know where you're going on this website.

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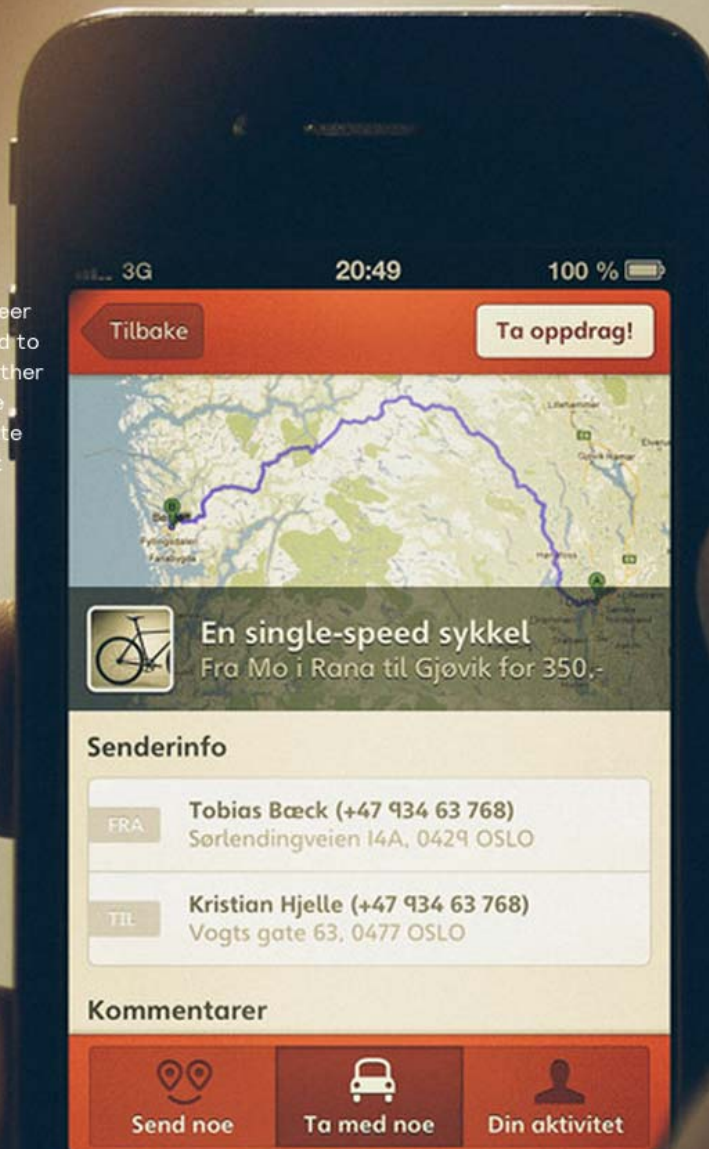
DAVID BASTIAN

David is a designer from Chile. Right off that bat, we have to notice David's use of a grid and a flat color user interface for his portfolio design. It's so clean and easy to navigate it almost feels like something's missing. There seems to be no page to page navigation, however, David was extremely smart by creating out a fly out menu to the left of the site. It's unobtrusive and easy to distinguish and even easier to use.
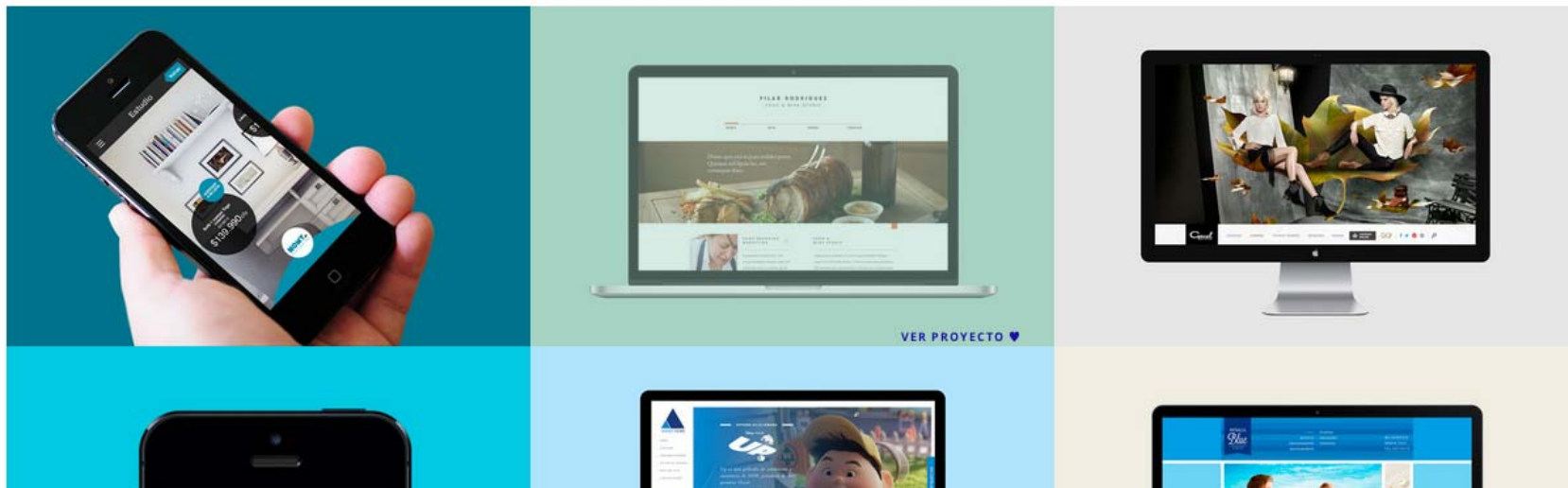
DEFRINGE

Defringe is a site that puts together a bunch of different creative things. There seems to be a pretty free sense of what's being covered as they offer posts on things such as architecture, photography, design and more. Defringe is a responsive web design that has the capability of being viewed with a left menu. I like this left menu because it uses motifs from music playing software to allow you to get around the site. this makes sense because, again, there's no main focus other than to be inspired by various works.

Defringe

Urban Exploration

Urban exploration is a project from Jared Lim form Singapore. He looks for patterns in architecture while travelling. Lim has a fantastic eye for architecture and beyond. The photos tend to look fake because of the extraordinary perfection. But if you look close enough, there are wrinkles in every pattern. Have a look at more of his work on his website.
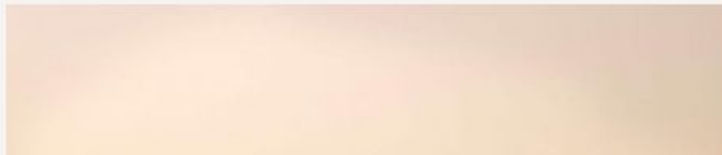
DESIGN EMBRACED

Design Embraced is the home of Art and Creative Director Anthony Goodwin. For his navigational method, he uses the left and right navigational buttons as well as the scrolling wheel available on most computer mice. This web design is a bit more exciting thanks to the

use of color and large headlines. The work is still easily seen in an extremely clean environment that focuses on the work.

Design Embraced

PORTFOLIO

FREELANCE CREATIVE / ART DIRECTOR & DESIGNER

Mentions

2013 FWA Site Of The Day – [KLM Claim your Place In Space](#) / 2013 FWA Mobile Of The Day – [KLM Claim your Place In Space](#) / 2013 FWA Site Of The Day – [Adidas Nitrocharge](#) / 2013 FWA Mobile Of The Day – [Adidas Nitrocharge](#) / 2013 AWWWARDS Site Of The Day – [Design Embraced](#)

ESKIMO

Eskimo Creative is an award winning agency based in Manchester. As a creative agency, they have to be just that in every experience they offer. Online, they do a great job of creatively presenting their work without going overboard. Viewers know exactly how to get around the site. Of importance is the transition between pages and how it's smooth rather than a hiccup in the loading process. That makes a huge difference when you are trying to appeal to someone's creative side.
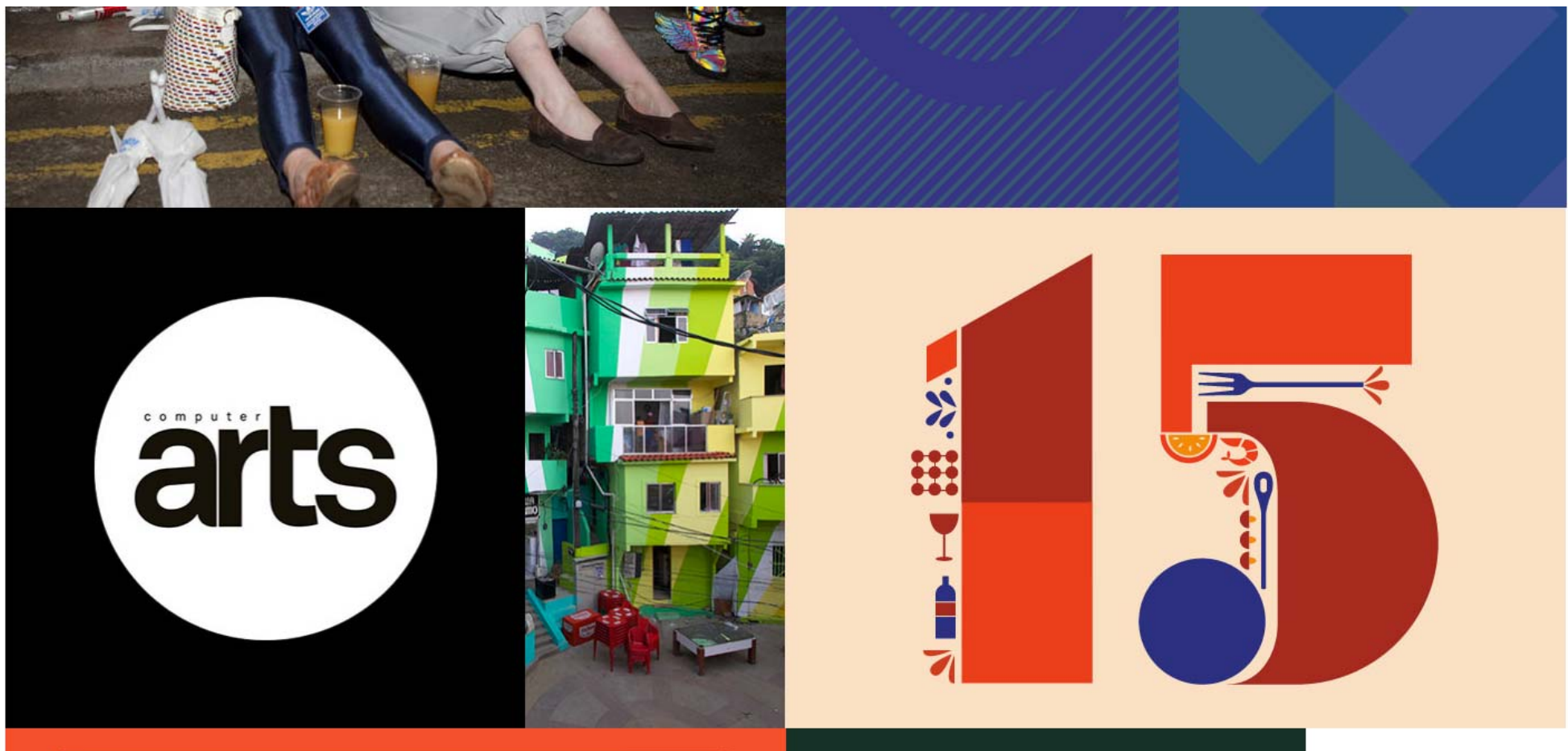
ESKIMO

Profile   Work   Journal

☰ List

— Project

Future Everything

FS EMERIC

This is a website dedicated to the launching of a brand new font from Fontsmith. The font is said to be based off the future needs of different disciplines in design. Because of this, you have a creative typeface with some standard basics in fonts. This website is extremely creative and somewhat futuristic in it's approach. The navigation is easy, it's interesting and

offers many wonderful insights into the creation of this font.

FS Emeric is about what is happening right now. A sharper aesthetic that cuts across design disciplines — graphic, fashion, product, automotive. A reflection of the present that is accepting and open to whatever shape the future might take.

+ SHOW THE STORY

To celebrate the launch of FS Emeric, Fontsmith asked 11 leading design studios from around the globe to create a limited edition poster.

GROW INTERACTIVE

Grow is an award winning digital agency rooted in Norfolk that has a passion for big ideas and little details. The user experience over at Grow is amazing because everything feels so connected. There's a consistent feel from the colors and photography used, to the transitions and development used for this website plus the navigation is easy and always there. This is a perfect example of a well thought out website.

2013 Reel

An energetic look at our latest and greatest projects, and the team that makes them happen.

Grow is a digital agency with a passion for big ideas, little details, and a better approach to creating world-class interactive experiences.🦊

HARRY'S

The people over at Harry's make high quality razors at affordable prices. They have a wonderfully clean website that focuses on the quality and ease with which one can use a razor. What caught my eye was the products drop down menu. Instead of providing me a menu with just words on it, Harry's allows us to see the products and pricing right there. We don't have to go to an e-commerce page to get to where we want to go, it's available right there.

WE'RE ON A MISSION

FUND A FELLOW

LAST CHANCE TO PICK UP YOUR
MISSION CONTINUES RAZOR.
THIS FOURTH OF JULY, GET YOURS FOR

$17.76

OUR PRODUCTS

THE MAMMOTH SET

THE TRUMAN SET

THE WINSTON SET

HERRLICH MEDIA

I've heard many people echo the sentiment that art and design easily transcend the boundaries created by different languages. Herrlich Media's website is a wonderful example of this. As you may try to translate the page into broken English, you can still tell very easily what the purpose of the site is, where you need to go and you get a good idea of what happens at this small agency. The user experience is fun and fulfilling as well.
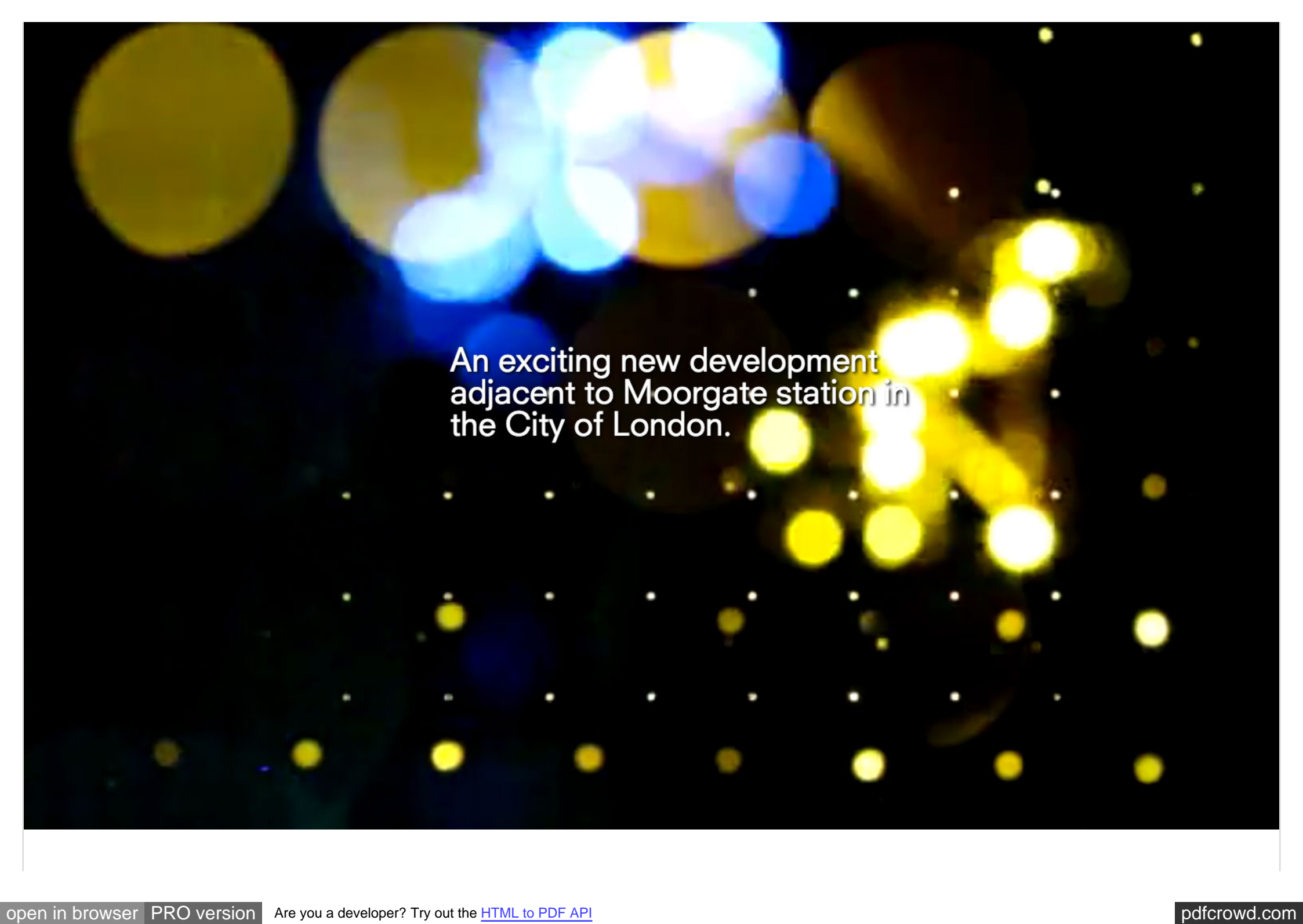
Und nu' los, guck dir die Seite an!

Immer noch da? Sieh zu :)

MOORGATE EXCHANGE

It's no secret that I believe video is the future of web design, and this is a great example of why. The video on this home page creates an atmosphere and experience for any one person who comes to visit this site. Also, when you get to the site, there's no confusion about what the Moorgate Exchange is; we're immediately are told what it is and where it's located. Continuing with the site is as simple as pushing the up and down keys and all the information is easy to see.

An exciting new development adjacent to Moorgate station in the City of London.

THE ONE CLUB

The One Club is a website and organization that caters to young professionals in the advertising and creative arenas. They employ some really unorthodox versions of navigation, mainly with the implementation of horizontal scrolling from page to page. This helps create an experience that says the One Club is all about innovation and what's next, rather than what's hot for now.

ONY AGENCY

Ony is a Russian agency that combines high expertise in branding with digital experience. It's hard not to believe this when they have such a wonderful experience for their own website. The transitions are smooth, the navigation is easy and understandable and the design work is clean and simple. Everything makes sense and is detailed and well planned.

BRANDING & DIGITAL
AGENCY

SCROLL DOWN

VENABLES BELL & PARTNERS

To simply put it, this website is lots of fun to interact with. There are lots of fun hover effects, scrolling effects and visual graphics that really make this site a pleasure to look at and share. Venables Bell & Partners has created a site with a wonderful user experience that makes users want to share it and get others involved.
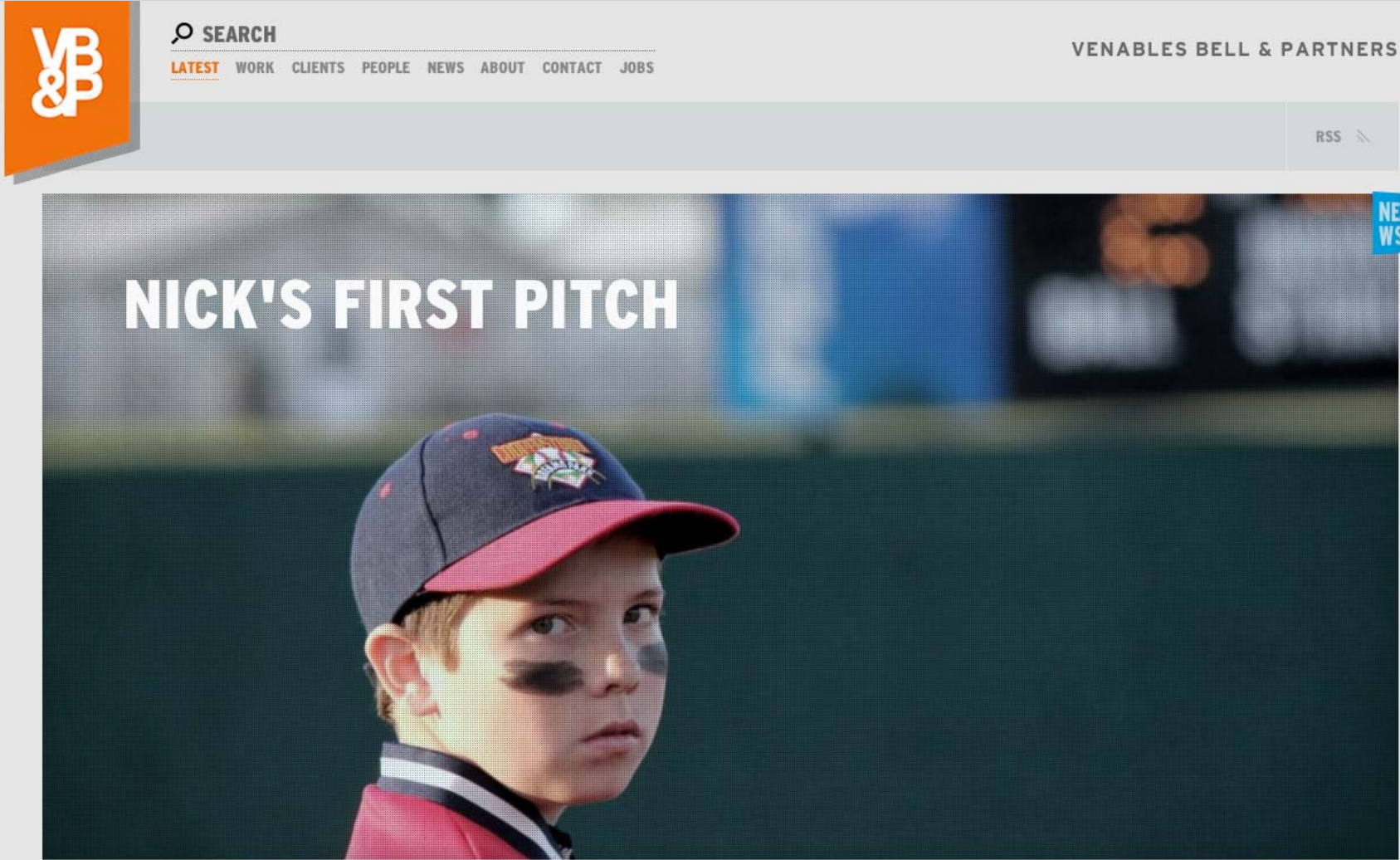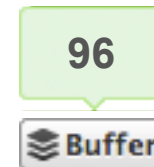
CONCLUSION

UX is as simple as making an online, digital world as human friendly as possible. Think about your favorite websites and even apps and think about what makes them easy to use and what could make them easier. Try to apply these things to your next project. The design and the development will come along easily when you really plan on creating a beautiful experience first and foremost.

Which of these sites is your favorite? Do you have a favorite UX-rich site that we missed? Let us know in the comments.
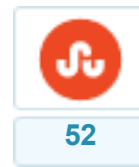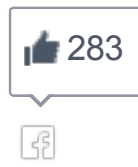
BY KENDRA GAINES

Kendra Gaines is a freelance designer from Virginia, USA. **Connect with her.**

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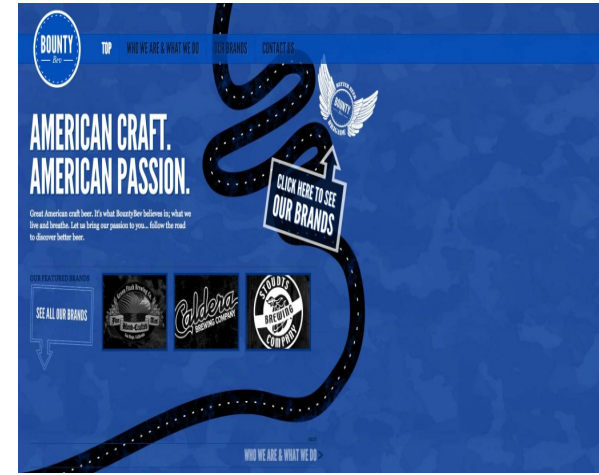**Everything you need to know about the long-scrolling trend**

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Daniel Wiklund · 3 years ago

I really don't agree that these sites offer an excellent user experience. They offer a different and inno some cases UX, but for the most part i think that the "design" and UX is just different for the sake of and showing off... The most af the sites offer a poor UX imo.
But most of the sites are innovative in the design and navigation, and the look and feel of most of the that is not at all the same as an excellent user experience...

74 ∧ | ∨ · Reply · Share ›

Chris ↱ Daniel Wiklund · 3 years ago

I agree 100%. A better title might be 15 sites that are innovative.

16 ∧ | ∨ · Reply · Share ›

Dan ↱ Chris · 2 years ago

Why not take a few hours out of your life and write an article like this so that you can

you'd like.

ᐱ | ⌄ · Reply · Share ›

Guest ➜ Daniel Wiklund · 2 years ago

Exactly!

ᐱ | ⌄ · Reply · Share ›

Evan Jacobs · 3 years ago

Eskimo isn't responsive :(

1 ᐱ | ⌄ · Reply · Share ›

TestShoot ➜ Evan Jacobs · 3 years ago

CURSES! BEAT ME TO IT! ;) Maybe, as a designer, they decided to make the best experien
was to ignore responsive? If I find a design/layout that works to provide my message, I will gl
with responsive. In the end what I want to say is more important than handicapping it to fit on

ᐱ | ⌄ · Reply · Share ›

Evan Jacobs ➜ TestShoot · 3 years ago

I normally would agree with you, but their block layout would be very easy to adjust fo

1 ᐱ | ⌄ · Reply · Share ›

Lam Nguyen · 3 years ago

A nice list, indeed.

ᐱ | ⌄ · Reply · Share ›

Matt Pringle · 3 years ago

the same screen shot.

18 ⌃ | ⌄ · Reply · Share ›

charis → Matt Pringle · 2 years ago

lol... i couldn't agree with you more.

⌃ | ⌄ · Reply · Share ›

Fynn Kliemann · 3 years ago

I think this is a great list. All of them are beautiful, but www.herrlich-media.de is the absolutely most
website ever, don´t you think? :)

⌃ | ⌄ · Reply · Share ›

Benoît → Fynn Kliemann · 3 years ago

I see, auto promotion on the horizon. It feels a bit jaggy, did you do something so when you v
scroll is terribly slow ? Or is it my computer ?

1 ⌃ | ⌄ · Reply · Share ›

Fynn Kliemann → Benoît · 3 years ago

Maybe :)
I used jscrollPane for the crossbrowser scrollbar. After using it for this projekt I call it
ass". It won´t change it size automatically, so I needed to calculate each window size
changes. This takes a moment, but laggy while scrolling is nothing I noticed…

1 ⌃ | ⌄ · Reply · Share ›

Benoît → Fynn Kliemann · 3 years ago

Nice, thanks for the info !

Luke Oatham · 3 years ago

Kendra - I think you are confusing "interesting designs" with good usability. These are NOT example
Can't believe this post has been retweeted so widely!

The first site example leads to a screen with a picture in the middle. Apparently the whole screen is
blank areas, but clicking provides no feedback or new pages.

The second site is designed in flash, so after waiting ages for the site to load, you then can't navigat
efficiently because the back button makes the whole site reload in flash again.

I'm not even going to bother looking at the other example sites. They may be cool, funky and interact
afraid that this does not equate to good UX.

16 ∧ | ∨ · Reply · Share ›

orange county web designer · 3 years ago

Nice article with good references. Thanks for sharing.

∧ | ∨ · Reply · Share ›

John Jacob Designs · 3 years ago

I don't usually self promote, but my website fits perfectly into this category: http://johnjacob.ca/ . I trie
UX thats key purpose was to always keep context of where you are so that you can easily get to wh
be, or back from where you already were.

∧ | ∨ · Reply · Share ›

Mike November · 3 years ago

I have to agree with others - these sites are not particularly great UX. They are very nice UI's, but the

In fact, in todays world of mobile devices and tablets I'm not sure that having a site which requires ke
navigation would allow it to be categorized as 'great UX'. We tend to forget that the U in UX is User E
majority of my users aren't at a desktop then that user experience might be frankly pretty bad.

This is also true of the term 'responsive'. I've seen tons of 'responsive' websites which were only 're
iPhone or iPads and when viewed on Android, Windows, etc., had severe navigation issues. I realiz
someone's just slapping the word 'responsive' on a design and not actually creating a responsive de
overuse and abuse of the term which has now rendered it as less than useful to describe a UX, so I
that as a buzz term.

These sites deserve some respect as very nice designs. But they should not be held up as paragor

6 ∧ | ∨ • Reply • Share ›

longbrook · 2 years ago

Was definitely hoping to see some examples where "user" didn't mean "someone browsing a desig
rather a customer taking some sort of online action. Feels like a big promo post to me about how th
and agencies have put the latest technologies to use when they don't have a client or stakeholder to
besides themselves.

2 ∧ | ∨ • Reply • Share ›

Chris Hawkes · 2 years ago

These articles always showcase some portfolio website. What about an actual content/transaction
are where the biggest challenges are.

2 ∧ | ∨ • Reply • Share ›

johnbendi · 2 years ago

determines that? The UX designer or the UX user? By the time you are trying to review a site as sor business you tend to get lost in certain preconditioning of your mindset.

I think when doing reviews like this it's important to re-iterate what you understand by UX as that ma others.

I'm totally thrilled by the creativity of the designers in question. I'm at awe saying "Wow, this looks gr do that?". But is that UX?

Looking again at the fact that the reviewer is a designer I'm of the opinion that UX is not the domain alone which explains why you think these sites offer great UX. Great UX should include an effective which takes into account the frame of reference users have when they land on parts of your site wh something or perform some other such activity without boring the user with irrelevant details no mat they look.

1 ⌃ | ⌄ · Reply · Share ›

Richard · 2 years ago

Hip design does not equal good user experience

1 ⌃ | ⌄ · Reply · Share ›

Sebastian Wallace · 2 years ago

Based on all that I have learned from UX (including from professional personal individuals) the first e Jackson) the first one I investigated is a fundamentally a poor example of UX.

When you visit a web page (or any content) you instantly expect it to be intuitive and familiar (one of principles of UX). That mostly involves the navigation of the mouse. within the first 10 seconds of the you want to be involved with the website, not having to figure out how it works.

Yes there is a keyboard icon there but where the do I g there?

Everything is so bland and boring. i would rather spend my time searching for something that captu
imagination.

⌃ | ⌄ • Reply • Share ›

eeklipzz • 2 years ago

I can't get past the word "Portfolio" on the "Design Embraced" one. There are some greatly creative
But architectural hierarchy seems to take a back seat to design on some of your examples. Do all o
think their users are like them? Well, after facilitating tons of usability studies I can honestly say that
research, then architectural lo-fi layout based on the user's goals. LAST is the pretty skin of the bon

⌃ | ⌄ • Reply • Share ›

www.ElenaDesigner.com • a year ago

UX is a user research most of the time. While UI is all about easy to use interface and navigation.
www.ElenaDesigner.com

⌃ | ⌄ • Reply • Share ›

Gustaf • a year ago

Real annoying that someone at Web Designer Depot let this post through with that title. The author
as a trendy term meaning cool hover effects, grid images and keystroke navigation. A few are actua
with redesigns "coming soon." Guess the "UX" was so amazing that they had to re-do their site?

⌃ | ⌄ • Reply • Share ›

Benjie — WebdesignerDepot `Mod` ➜ Gustaf • a year ago

The article's 18 months old, that's like half a century in web years ;)

⌃ | ⌄ • Reply • Share ›

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8 comments • 3 days ago

Rob — When I buy Affinity, Pixelmator, own them. Drop the price and the subs and I'd consider going …

50+ fresh resources for designers, Ja

7 comments • 24 days ago

Amrish — Thanks for letting us know a collection . I must say that this will be r for designers and this …

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