



UX Best Practices for Uncertain Times

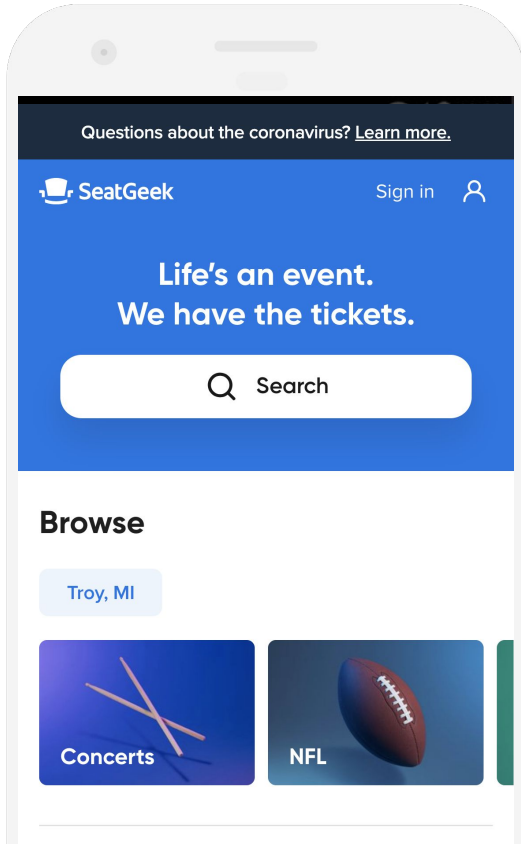


Notifications Best Practices:

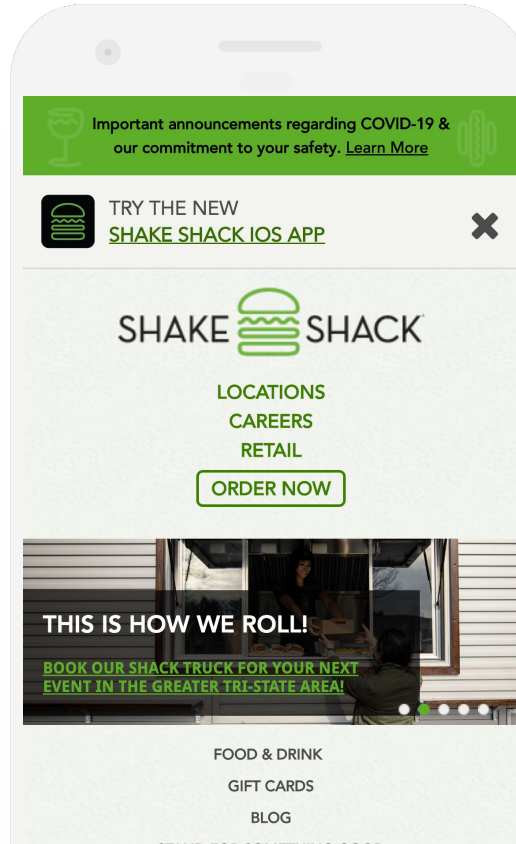
Add a note to let customers know you're here to help

Make notifications visible

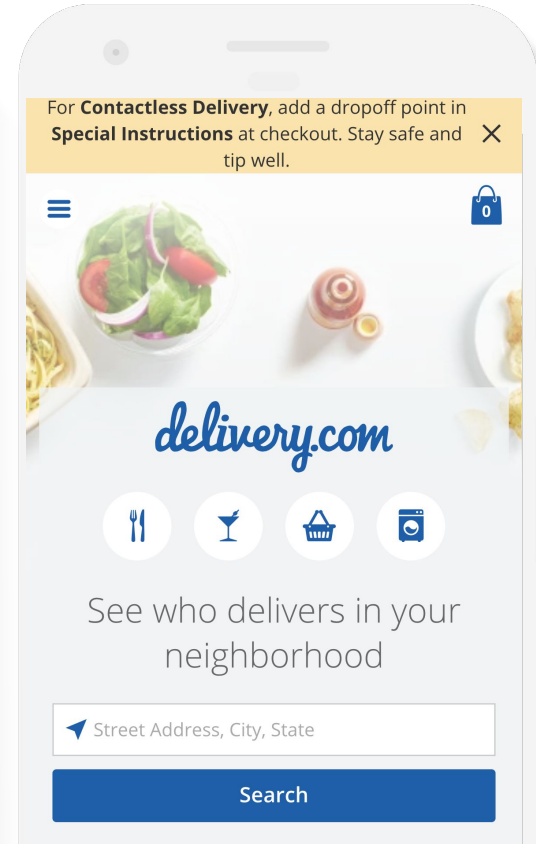
Seatgeek



Shake Shack

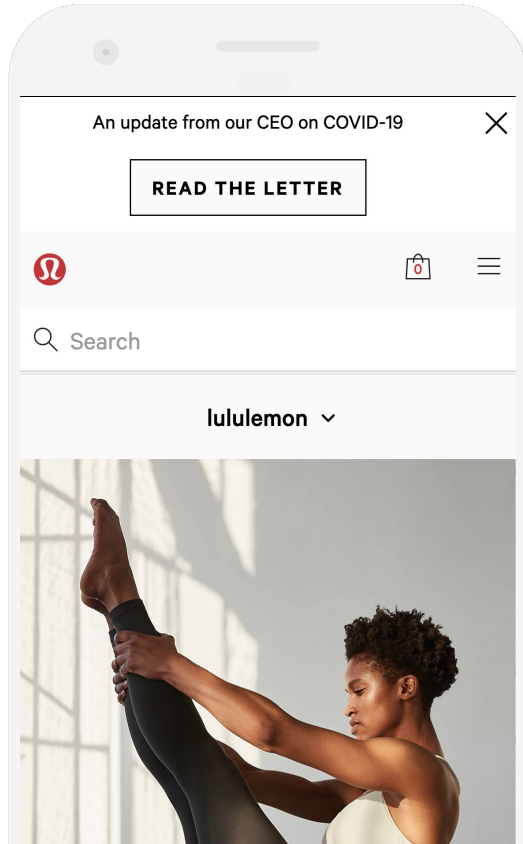


Delivery

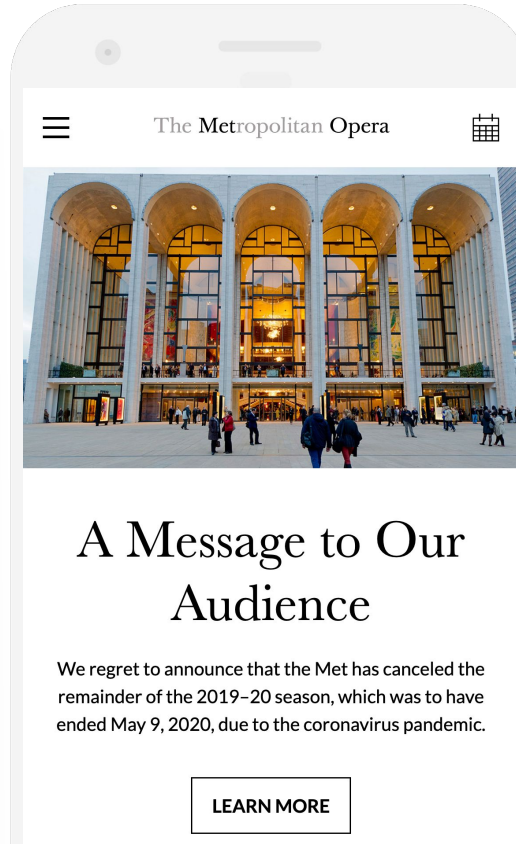


Use call to action in the banner

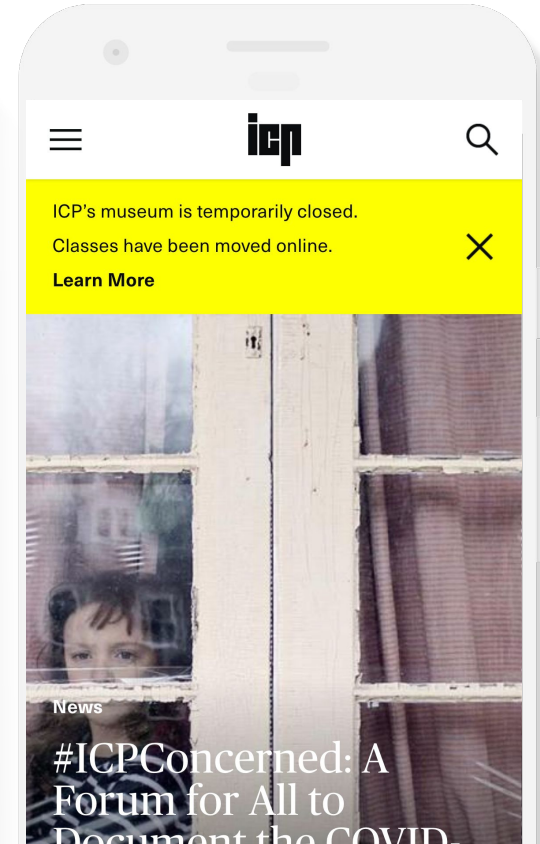
Lululemon



Met Opera

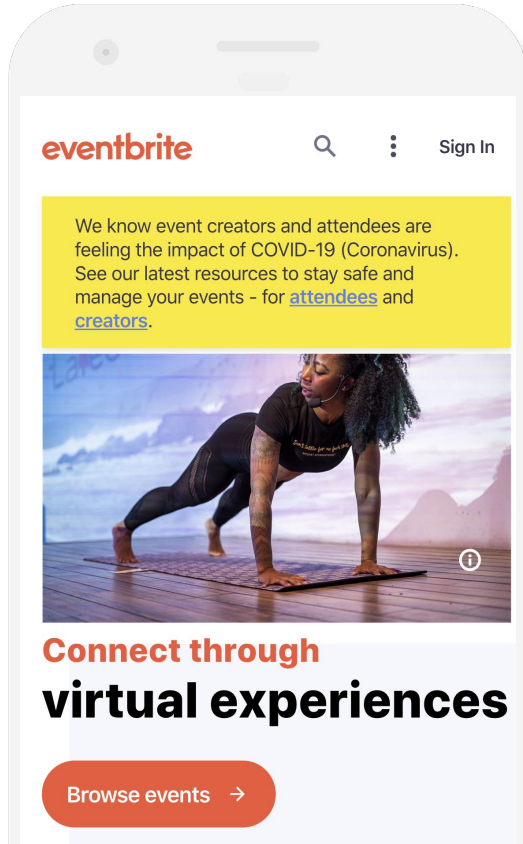


ICP

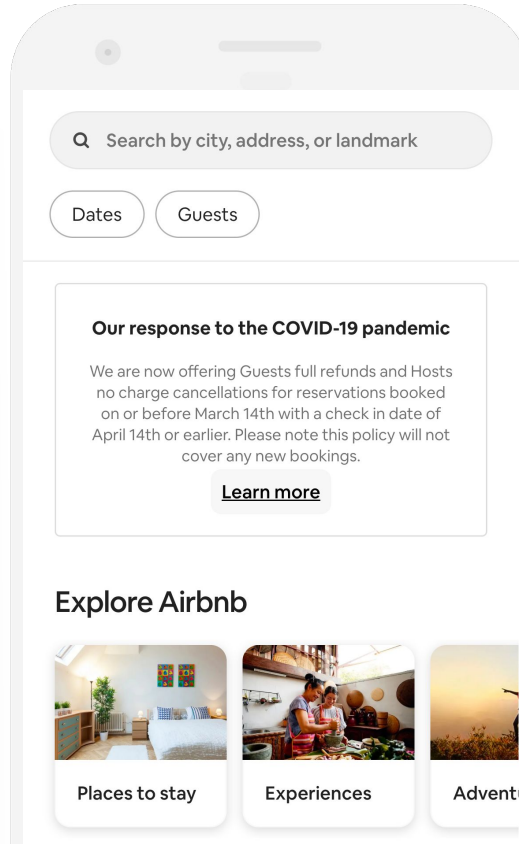


Address the concerns of users

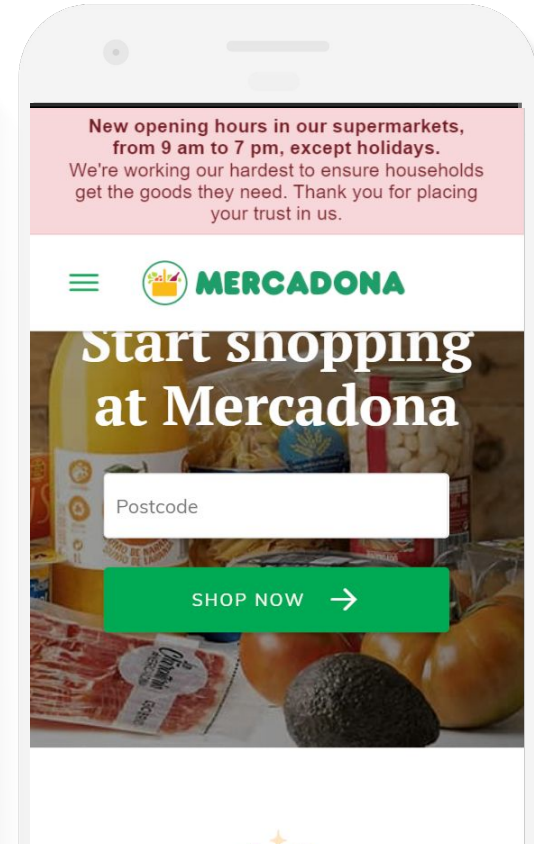
Eventbrite



Airbnb

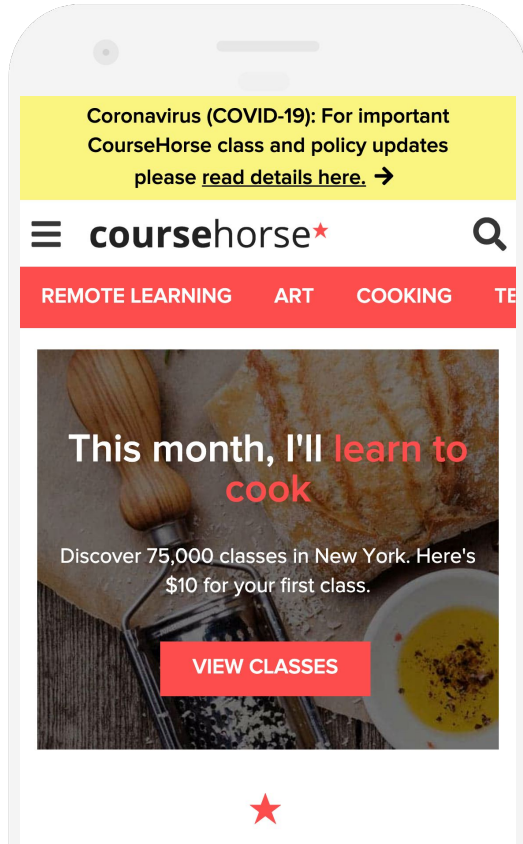


Mercadona

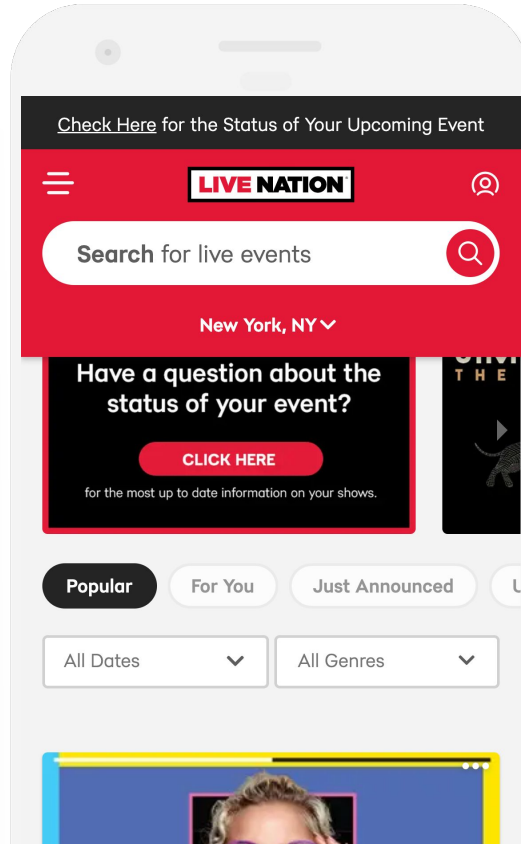


Use distinct colors and consistent fonts

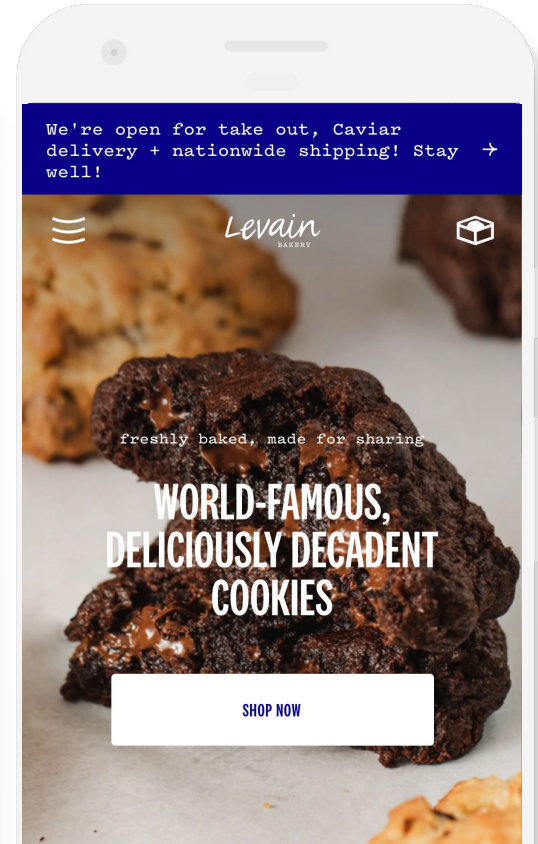
Coursehorse



Live Nation

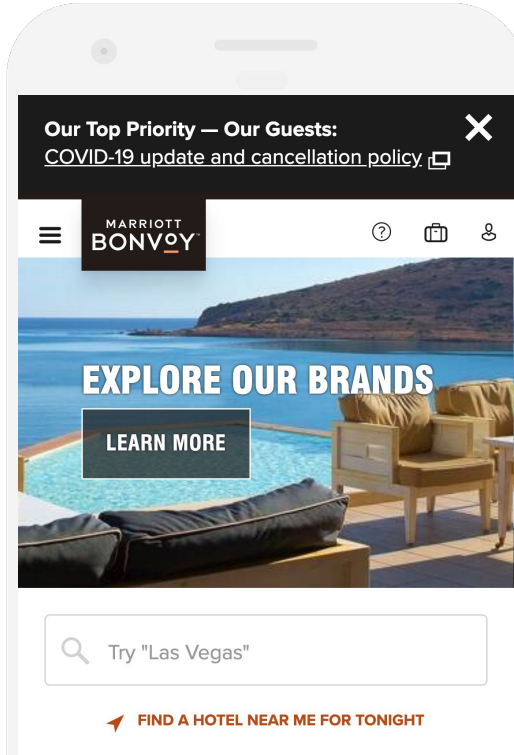


Levain

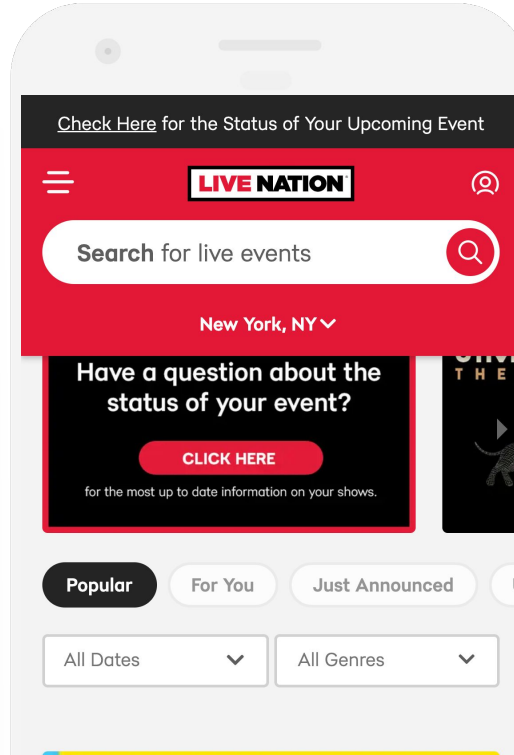


Use simple but descriptive notifications

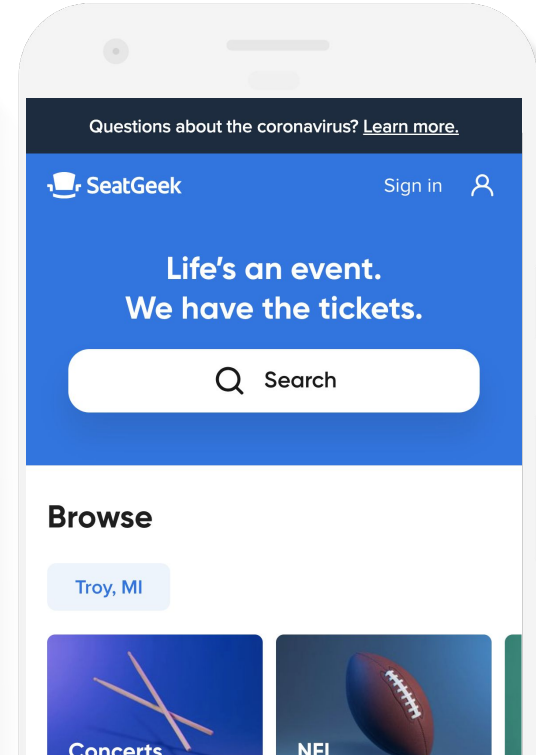
Marriott



Live Nation

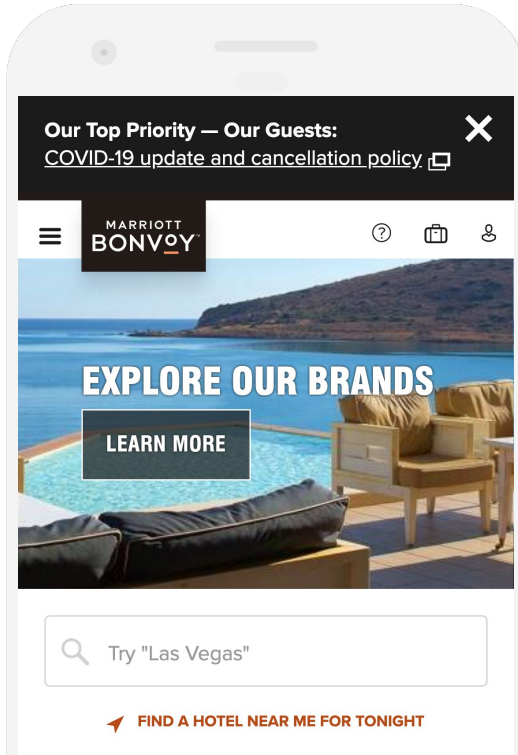


Seatgeek

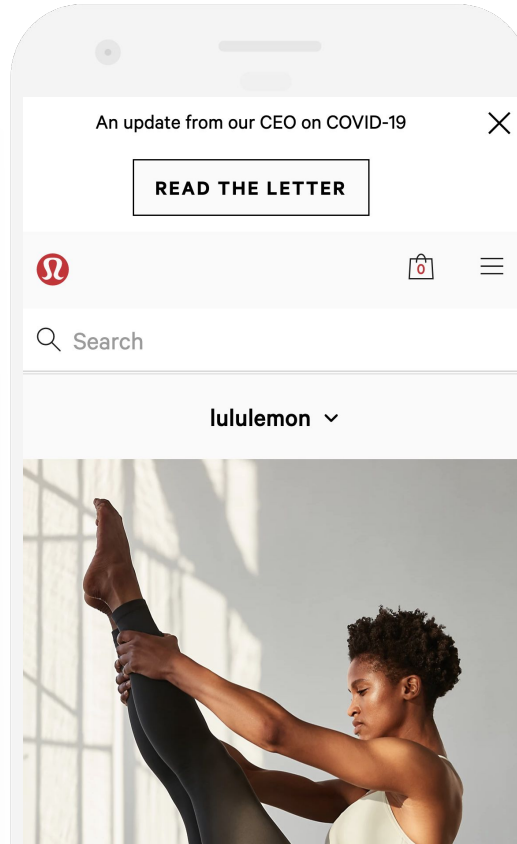


Allow users to remove notifications with 'X'

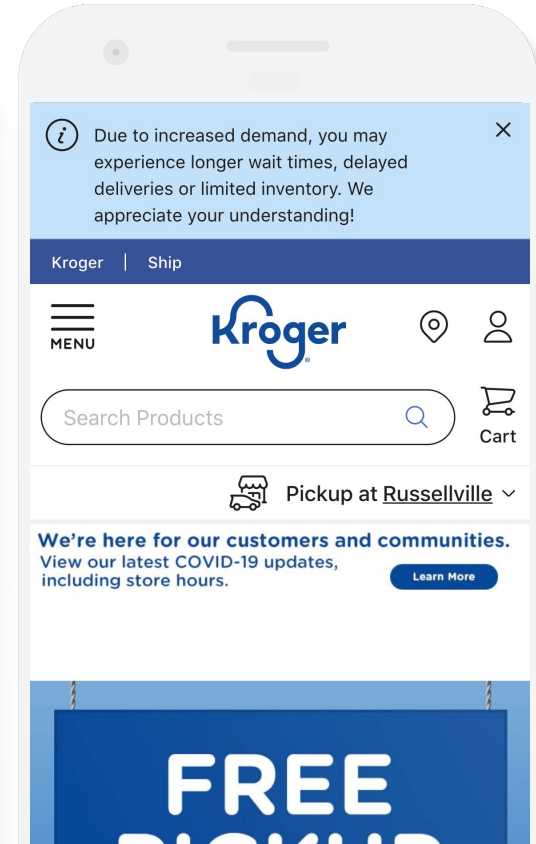
Marriott



LuluLemon




Kroger



Be transparent (no corporate speak)


Uber

Steps we are taking



Supporting public health authorities

We have a team available 24/7 to support public health authorities in their response to the epidemic. Working with them, we may temporarily suspend the accounts of riders or drivers confirmed to have contracted or been exposed to COVID-19. We're also consulting with an epidemiologist to make sure our efforts as a company are grounded in medical advice.



Helping affected drivers and delivery people


Any driver or delivery person who is

BBVA

Access **BBVA** Menu

[Become a customer](#)

[More information](#)



Your health and that of yours is more important

Us sum to the recommendations sanitary and you reminded that can do you customer and carry out your operations in BBVA's app and in our website.

[More information](#)

Despegar

1 person, economy

[Search](#)

Important Information about the Coronavirus

MANAGE YOUR TRIP ONLINE

Due to the current situation, we are dealing with an unusual work load and can only help you through our digital channel. To change or cancel your reservation, go to [My Travels](#).

[Learn more](#)

CURRENT TRAVEL

Find [relevant new updates](#) here. Know if your travel plan

[Learn more](#)

APARTMENTS AND ACCOMMODATIONS

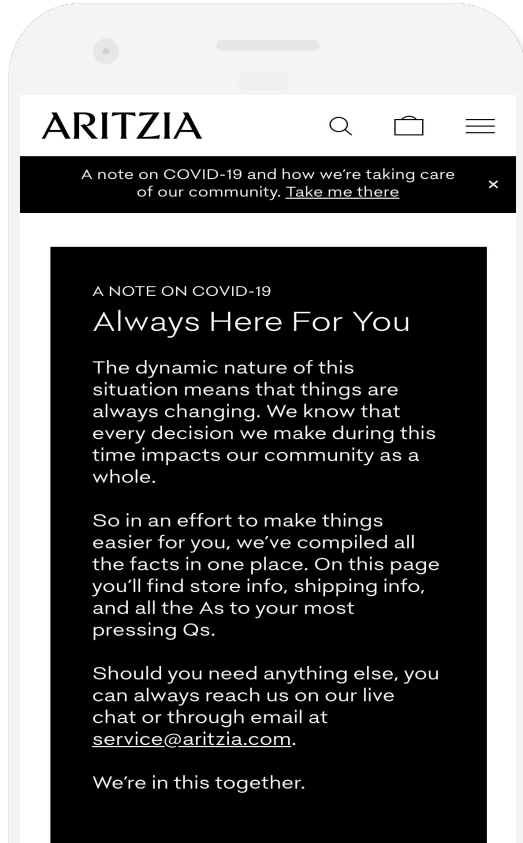
Cheap hotels, have the best accommodation

Customer Service Best Practices:

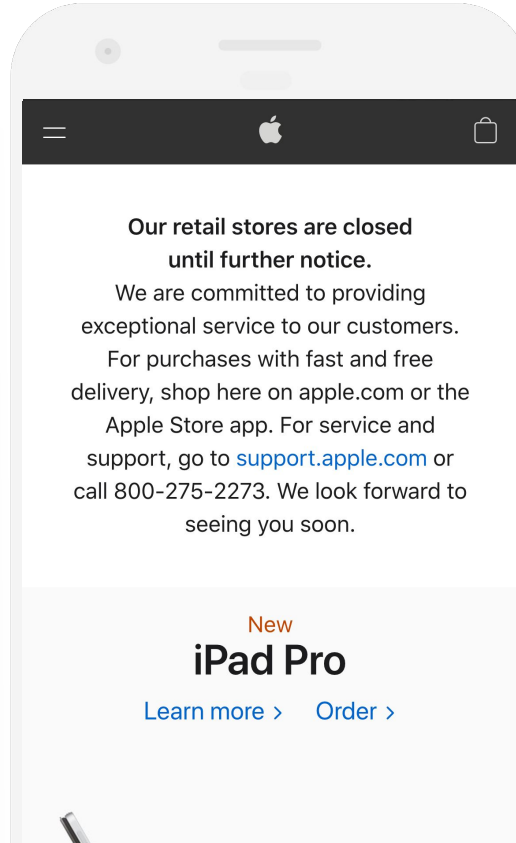
Proactively communicate your customer support strategy

Clarify customers about service updates

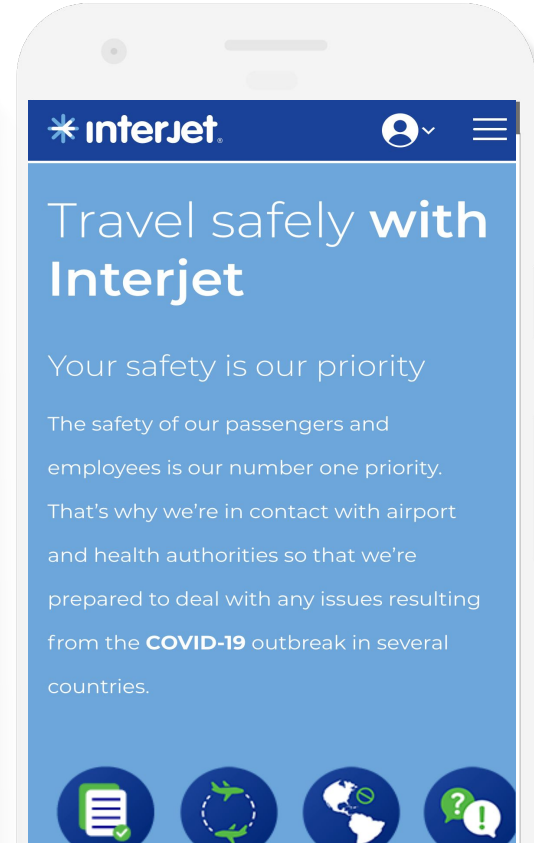
Aritzia



Apple

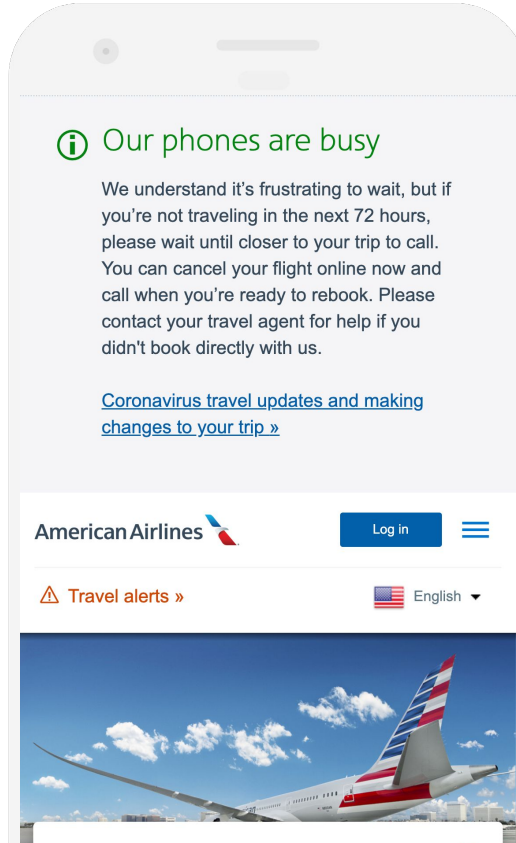


interjet

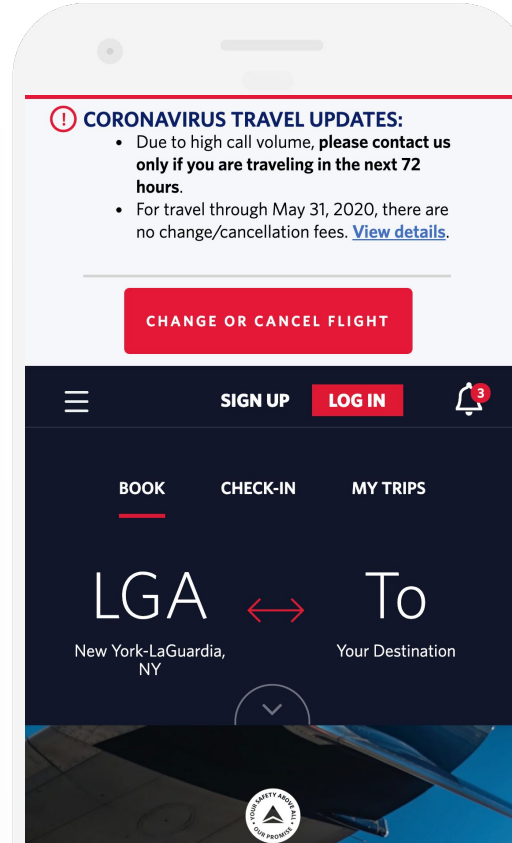


Be transparent about expectations

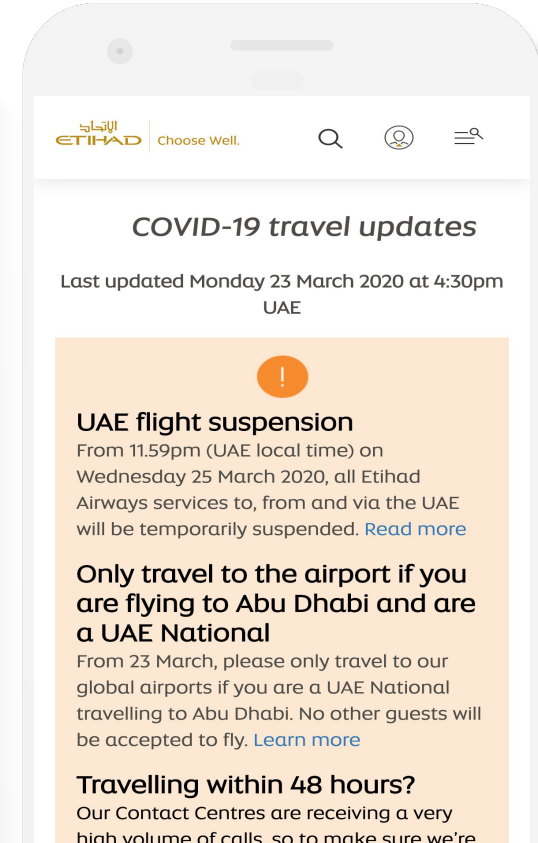
American Airlines



Delta

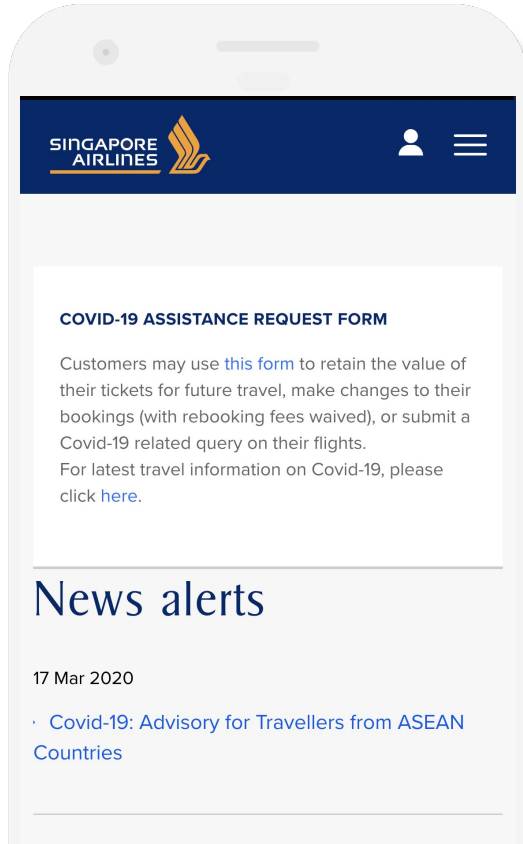


Ethiad

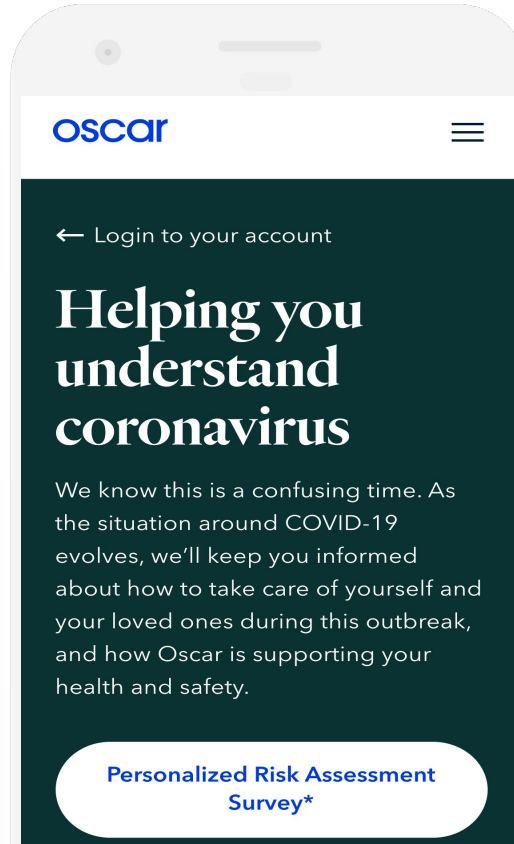


Direct customers to resources

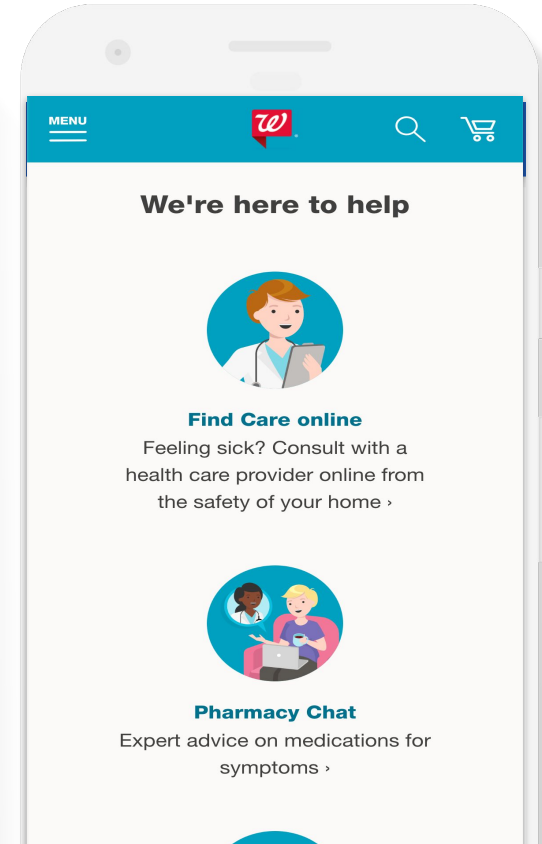
Singapore Airlines



Oscar



Walgreens



Landing Page Optimizations

Back to the basics: Drive your marketing ROI by improving the user's post-ad experience

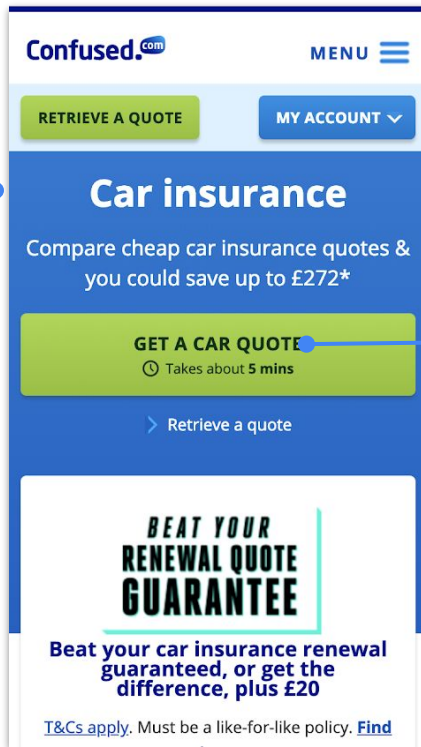
Landing Page Optimizations

Value Prop

Present your value prop as the first thing the visitors see on your landing page.

Single Goal

Make sure your landing page focuses on a single goal promoted with a descriptive call-to-action above the fold.



Call-To-Action

Use “encapsulation” & “color contrast” to make the CTA stand out.

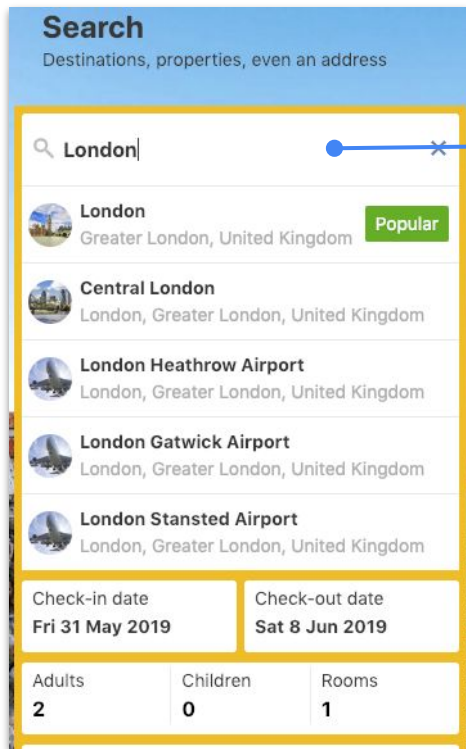
No Distraction

Avoid automatic image sliders or carousels on the landing page or decrease their rotation frequency

Landing Page Optimizations

Search Bar

If you use a search bar on your site, don't hide it behind a search icon (e.g., magnifying glass). Show the search bar by default.



The screenshot shows a search bar with the text "London" entered. Below the search bar is a list of suggestions, each with a small image and text: "London" (Greater London, United Kingdom) with a "Popular" tag, "Central London" (London, Greater London, United Kingdom), "London Heathrow Airport" (London, Greater London, United Kingdom), "London Gatwick Airport" (London, Greater London, United Kingdom), and "London Stansted Airport" (London, Greater London, United Kingdom). Below the suggestions is a form with two date fields: "Check-in date" (Fri 31 May 2019) and "Check-out date" (Sat 8 Jun 2019). At the bottom is a table for occupancy:

Adults	Children	Rooms
2	0	1

Forms

If you show a form on your landing page, make sure you use inline validation and [autofill](#).

More Resources



[Check here](#) for up-to-date information & resources on COVID-19



[Learn more](#) about landing page and homepage optimization



Take [the CRO Course](#) to learn how Google thinks about UX research, A/B testing, and design



[Start A/B testing](#)