UX Myths collects the most frequent user experience misconceptions and explains why they don't hold true.

And you don't have to take our word for it, we’ll show you a lot of research findings and articles by design and usability gurus.

YOU NEED TO REDISEIGN YOUR WEBSITE PERIODICALLY

To many, a redesign means revamping the look of a website in the hope that it will increase conversions and attract new customers. In fact, such projects are often counterproductive as user feedbacks on numerous redesigns proved that users hate change, even if the new design is clearly superior to the original. For a redesign (or realign) to be effective, it must stem from the understanding of what does and what doesn’t work on the current website, and how user needs have changed since the last redesign. In most cases, it is sufficient to make minor changes in the user interface. Google, Yahoo, Amazon and a bunch of others follow this strategy with great success: you can hardly see significant changes on their websites though they’re perfecting their design constantly.

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