

## Redesign Best Practice #3: Reimagine the User Experience



“Our new website needs to do everything our current site does, with no steps back.” While this view may seem reasonable, it can create some significant stumbling blocks when planning a website redesign. After all, if your current website was perfect, you wouldn’t be redesigning it.

**Rather than recreating what already is, look for ways to improve the experience.** If you were starting from scratch, would you make the same choices that you did years ago? What lessons learned have you gathered? What previous obstacles have you eliminated?

It’s natural to be attached to what’s already in place, but it’s essential to **challenge assumptions so that you can deliver the simple and intuitive experiences that your users want.** Is there an easier way to deliver on member expectations?

Technology is rapidly-evolving, making automation more attainable for associations of every size to **leverage systems and reduce the number of steps in conducting online transactions** (registering for events, purchasing products, renewing memberships, and more). Automation should focus on the 80/20 rule to ensure simplicity. “I hate simpler experiences,” said no one, ever.

