Sample 1 Blog Writing for Django Stars

What is a microinteraction? Microinteractions are the small pieces of functionality that exist in place of larger features. Facebook's "Like" is a successful microinteraction. If Facebook came out with a product that didn't have a "Like" button, you would think, "Why did they get rid of the "Like" button?"

Despite the fact that microinteractions really matter to customer experience, they usually don't appear in surveys or feedbacks. Let's talk about these tiny moments which are typically omitted or unnoticed.

As brands get more connected socially, they miss more micro moments. Many of them push out the communication via marketing channel and miss an opportunity to connect with customers on a micro level. Micro interactions are all these little moments that can be really vital to the UX of your product. Use it as an opportunity to connect with your customers.
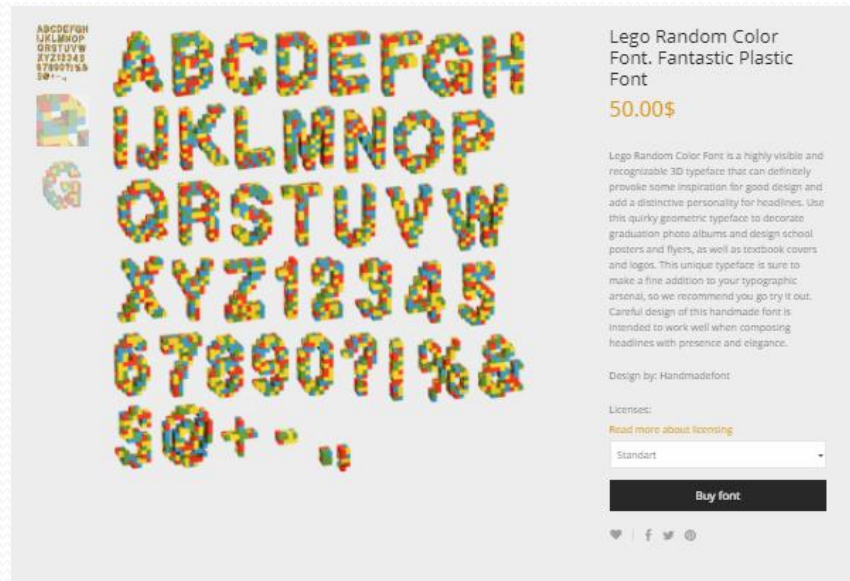
Definition of Microinteraction

All day long we interact with each other, with machines. And those small moments in time affect the rest of our day, how we perceive brands and experiences. What happens if designers don't pay attention to the details? There are things which can ruin your day. For example, when you plan to get some cash and put your card into a local ATM. But instead of processing the transaction the screen displays a message: "We are dealing with your request, please, wait". No doubt that somebody wanted this to be perceived as "I'm working on it".

These are micro interactions that we have with technology, with machines — they feel like they don't matter when you create them. But we are human, which means we are emotional creatures — when you come home at the end of the day you do an inventory of micro-interactions. Because sometimes the machines like to blame us — it is not the technology, it is you.

Microinteractions are one of the best techniques for giving delightful feedback. If we don't think about these roundabouts like emotional connections — a tiny error will set your customers off and they will view your brand with a jaundiced eye.

Sample 2 – Wordpress SEO Optimization for Handmadefont

Sample 3 – Brief for the article How To Speak The Same Language As Designers

1. Introduction. Factors affecting design communication.

2. Key UI/UX terms for design and business communication (User Interface, User Experience, Visualization, Landing Page).

3. Learn web designer language to avoid communication gap inside a team.

4. Conclusion. How the knowledge of UX designer language benefits you.