

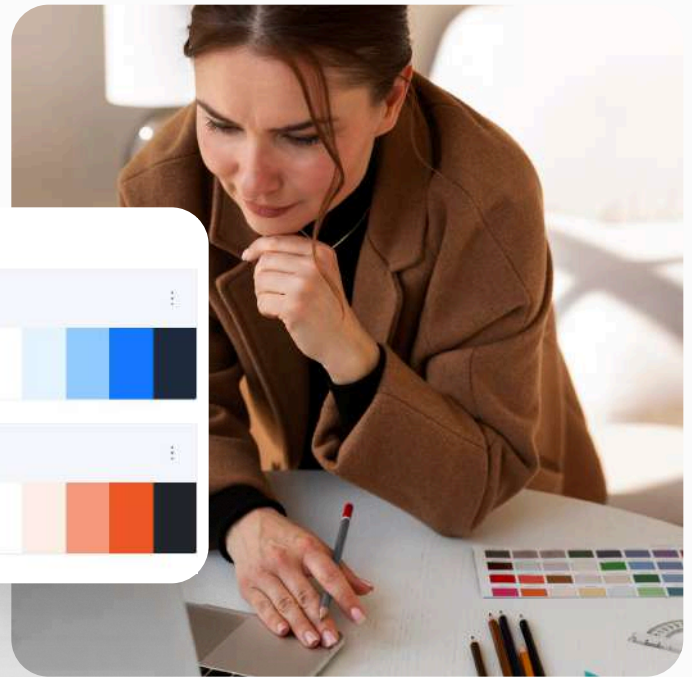
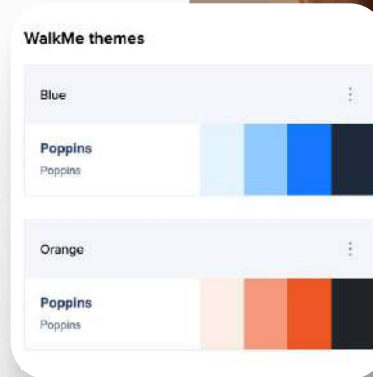


Human-centric design tips for WalkMe Builders

In today's fast-paced digital world, successful design goes beyond aesthetics—it's about designing for people. For WalkMe Builders, that means embracing human-centric design principles to create more intuitive, engaging, and effective digital experiences. Whether you're crafting a single SmartTip or launching a complex set of solutions, these tips will help you build with impact.

TIP 01

Stay on brand with Theming

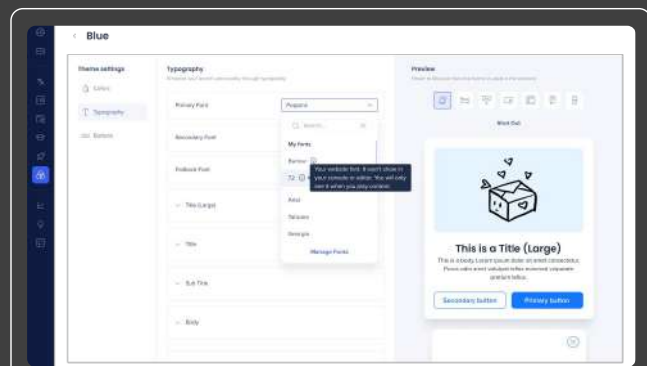
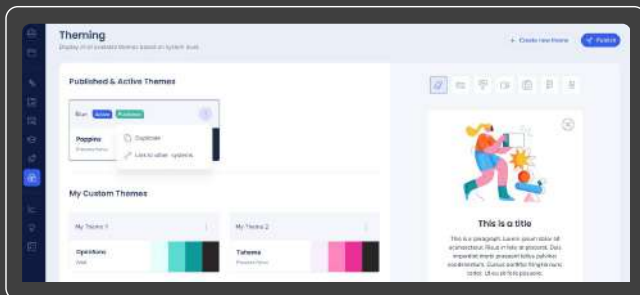


Please note that WalkMe Theming is currently only available for brand new systems.

[WalkMe Theming](#) is the primary tool that allows you to standardize content design across all WalkMe apps—and even multiple systems. Effortlessly apply a cohesive look and feel to your content using a variety of built-in and customizable design elements, such as color palettes, fonts, and layouts. Theming is available in the [WalkMe Console](#).

Your end users should feel like they're still on your platform—not dropped into a third-party experience. WalkMe's design settings let you customize the look and feel of your content at both the global and local levels.

Of course, design adjustments can be made at the local level with any individual piece of content. These changes override global or Theming settings, giving you the flexibility to tailor content for specific use cases.



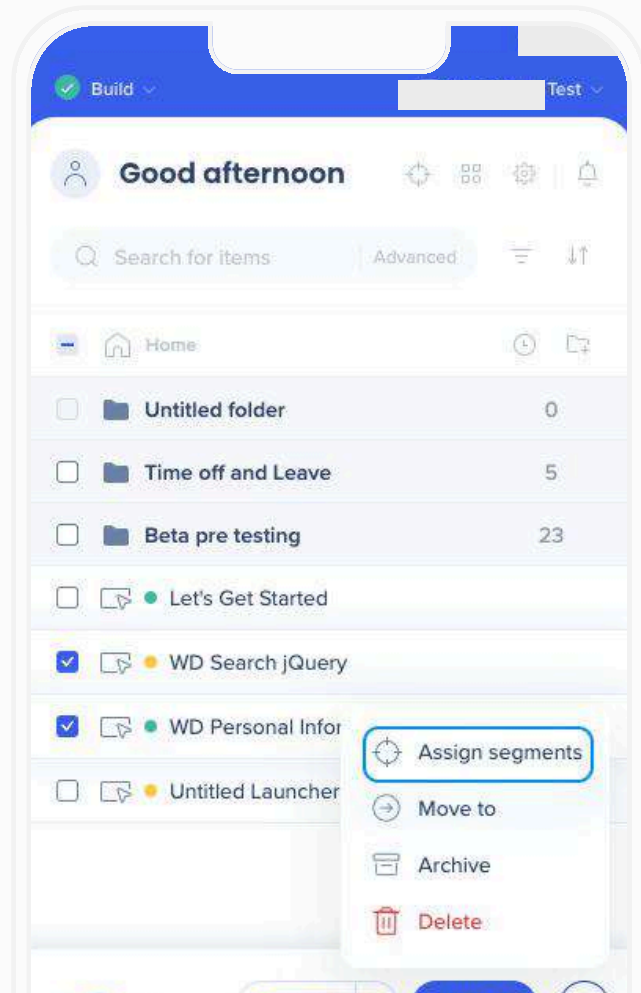
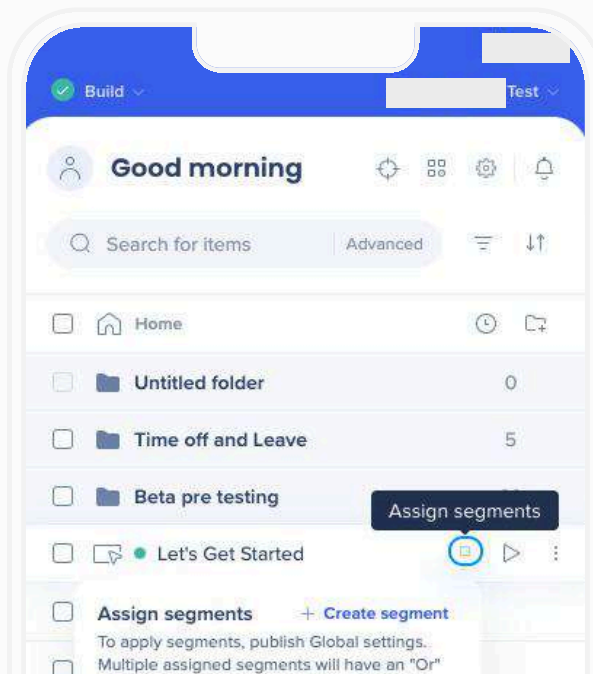
💡 TIP 02

Tailor content to the right audience using Segmentation

Purposeful [Segmentation](#) is key to creating focused, user-friendly experiences. If certain WalkMe items aren't relevant for specific users or situations, use Segmentation to ensure only the right audience sees them. This helps reduce on-screen clutter and keeps the WalkMe Menu streamlined, allowing users to concentrate on what's most important.

Use WalkMe's Condition Builder to show content when specific conditions are met. For example:

- 🌟 Trigger content based on user role, location, or interaction history
- 🕒 Hide content that is not relevant to users
- 👤 Use variables to identify groups of users



Increase engagement with visually appealing designs

Engagement isn't just about function—it's also about feeling. To boost user delight and ease of understanding, integrate imagery where possible.

Here are a few examples of how to achieve this within WalkMe:



Include GIFs and images

Animations and images reinforce messages and guide users effectively, especially when it's difficult to explain with words. Instead, show them!



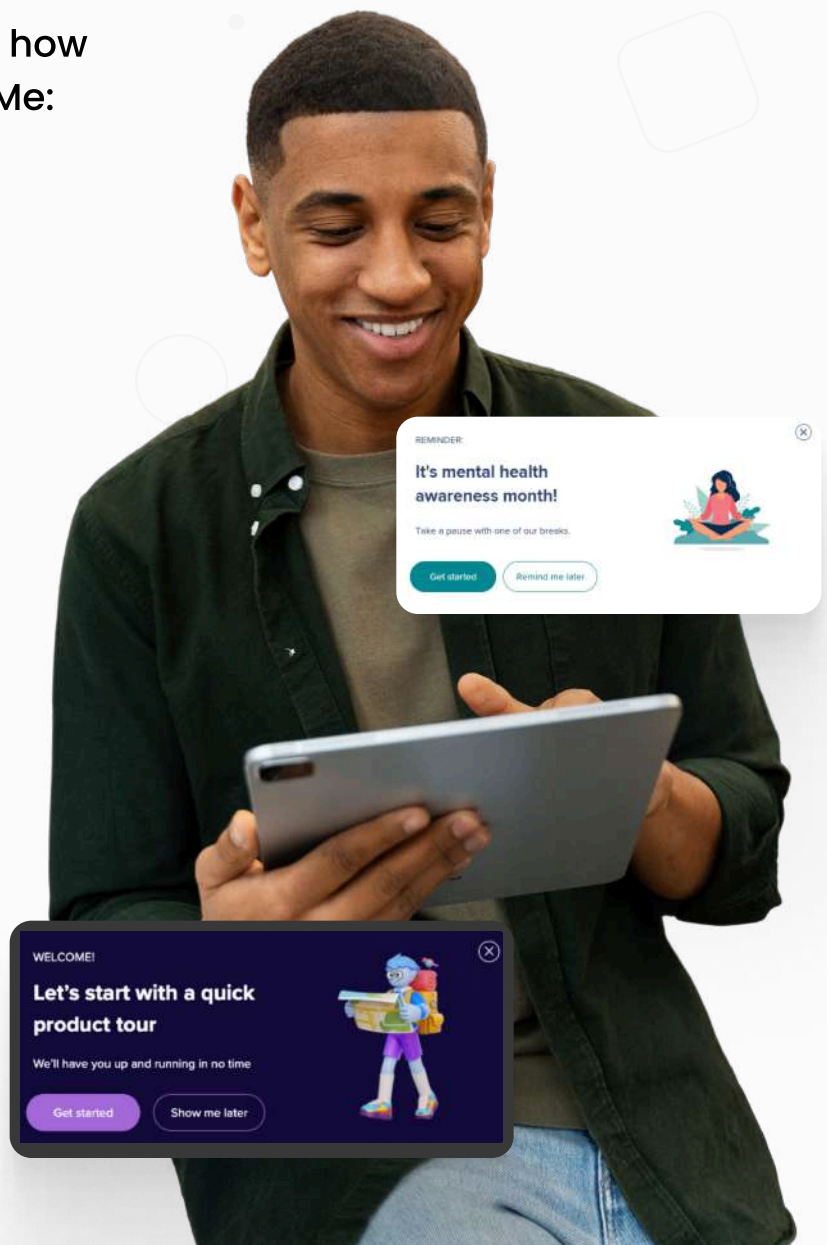
Use the Visual Designer

Create beautiful, customized ShoutOut designs without the need for CSS with the Visual Designer.



Incorporate Lottie Files

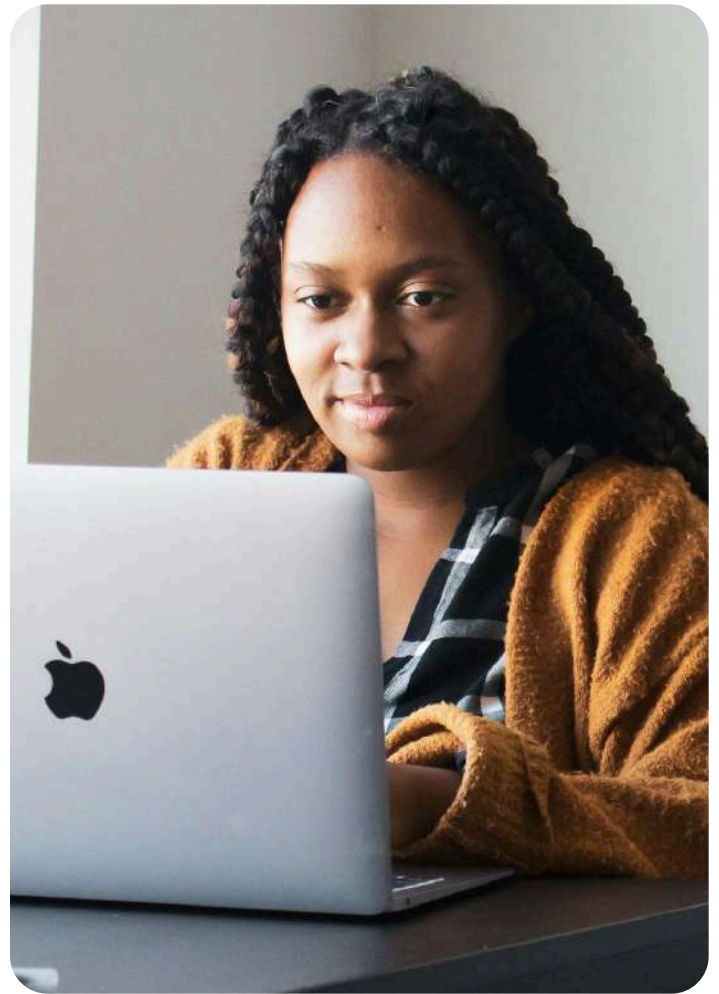
These lightweight animations add playful, polished moments to ShoutOuts and add extra flare.



💡 TIP 04

Drive clarity with purposeful microcopy

Words matter. Your [microcopy](#) (the text in buttons, tooltips, steps and more) can make or break the user experience. Make sure you're communicating clearly. After all, we are guiding users!



Follow these WalkMe microcopy best practices:

1

Keep text short and simple

Be concise and clear. Users won't read long paragraphs.

2

Lead with the value

For example, "To resolve issues faster, upload a screenshot."

3

Use active verbs

For example, "Select an Element." vs. "Element should be selected."

4

Avoid jargon

Or complex terminology users might be unfamiliar with.

5

Use lists where appropriate

This makes details easier to remember and tasks easily digestible.

6

Make buttons and CTAs explicit

For example, "Click to View Codes" vs. "Click Here"

Q TIP 05

Keep designs **simple**

Simplicity is at the heart of human-centric design. As a guiding framework, remember to keep your design **informative, engaging, and simple**. When experiences are easy to understand, users feel confident, supported, and in control.

Here are a few tips:

- 1 Avoid overwhelming your audience with unnecessary steps, cluttered visuals, or technical jargon.
- 2 Focus on reducing friction and avoiding platform errors.
- 3 Ensure the guidance is easy to understand and complete.
- 4 Ask yourself: can I simplify this process or reduce steps?

Simple doesn't mean basic; it means thoughtful, purposeful, and respectful of your users' time and attention.



Human-centric design is all about more than usability—it's about empathy.

It's about meeting users where they are and guiding them with clarity and care. By combining smart Segmentation, clear communication, visual appeal, and thoughtful simplicity, you can create digital experiences that feel intuitive, empowering, and human.

