IMAGE CAROUSEL / HERO SLIDERS

Article by CXL on web design and banner carousels:

https://cxl.com/blog/dont-use-automatic-image-sliders-or-carousels/

If anything, use a **static image** instead.

Usability study 1:

https://cxl.com/blog/website-usability-testing-a-must-for-boosting-conversions/

banner blindness. Nielsen concluded that image carousels get ignored.

Usability study 2:

https://vwo.com/blog/image-slider-alternatives/

A usability study by Nielsen Norman group confirmed that auto-forwarding carousels annoy users and reduce visibility.

a) *Automatic rotation makes the user lose control of their interaction with the site. This is especially annoying for users with motor skill disorder or dyspraxia.*
b) *They create banner blindness and are often easily ignored by users. The eye tracking example below from another source also validates this. You can see how the image slider (the black area in the picture) hardly gets any attention by site visitors.*
   a. *Less than 1% clicks*
c) *Low-literacy users and international users (whose native language differs from the language on your website) often read slowly. A user clearly expresses his frustration in the study when he says, "I didn't have time to read it. It keeps flashing too quickly."*
d) *Sliders don't work well on mobile devices.*

Apart from posing a usability challenge, carousels stuff multiple offers in one place, which is a big conversion killer. Web conversion experts suggest you should ideally have only **one offer or call-to-action per page**. And carousels are problematic in this area.

User Stack Exchange discussion:

Almost all of the testing I've managed has proven content delivered via carousels to be missed by users. Few interact with them and many comment that they look like adverts and so we've witnessed the banner blindness concept in full effect.

In terms of space saving and content promotion a lot of competing messages get delivered in a single position that can lead to focus being lost.

Most have usability fail which falls into the categories described in this article:

http://uxmovement.com/navigation/big-usability-mistakes-designers-make-on-carousels/

Most carousels have pagination arrows and dots. Users aren't drawn to this. They're drawn to text labels.

Why Users Aren't Clicking Your Home Page Carousel

1. Bad for SEO
2. Lack of attention from users
3. Users need to feel in control on website

4. Content is pushed below the fold

Alternative design options:

- 1 hero image only
- 2 slides max, with arrows for manual sliding

More articles:
https://vwo.com/blog/image-slider-alternatives/
http://www.smashingmagazine.com/2015/02/09/carousel-usage-exploration-on-mobile-e-commerce-websites/
https://searchengineland.com/homepage-sliders-are-bad-for-seo-usability-163496

Ways to make the most of a hero image:
https://cxl.com/blog/hero-image/