Helppier

5 WAYS YOU CAN USE TOOLTIPS TO IMPROVE USER EXPERIENCE

Tooltips are in-app contextual messages that provide additional information about specific features. When used wisely, tooltips can be an important UX tool, helping users understand complex options in a clearer way. Here are some ways you can use tooltips to improve the user experience of your platform.

1 PROVIDE CONTEXTUAL HELP

Tooltips can be attached to any element on a page (icons, text links, buttons, form fields). The user normally needs to click or mouseover to access the information provided, being a highly contextual feature. Use tooltips to provide contextual help to your users, such as hints and help messages across your website, so they don't need to contact support.

ASSIST IN FORM FIELDS 2

Tooltips can provide helpful information in form fields. Many times, users don't know where to find specific data that is requested or don't know which is the proper way to fill. You can also use them to clarify terms that the user is not familiar with or explain why personal information is being requested.

3 EXPLAIN COMPLEX FEATURES

You often find tooltips in Google's and Microsoft's platforms, to explain specific options in a dashboard or complex features. They are extremely important to make the user understand features and its benefits. Use heatmaps and analytics tools to identify pain points in your platform. Then, check this data to place relevant tooltips in features that users find most difficult to use or don't use at all.

HIGHLIGHT NEW FEATURES 4

With tooltips, you can highlight new features inside your platform without interrupting the user's workflow. Tooltips are a non-intrusive and efficient way to promote new features since they draw user's attention while providing additional information next to the feature itself. At Helppier, we always recommend adding an icon, image or video to draw attention.

5 IMPROVE USER ONBOARDING

A Nielsen Norman Group article showed us that discoverability or findability is one of the main reasons users don't complete tasks. Providing tooltips to your first-time users will help tackle this issue. You can trigger tooltips to appear automatically when users access a specific page for the first time, providing information on certain features to help users get started.