We propose a novel handbook for designing GUIs that enhances User Experience (UX) of Web services and applications. We extracted design tips by researching NTT Group’s brand image and analyzing GUIs on the basis of human information processing mechanisms. Using these tips results in increased usage, reduced operational failures, and improved customer impressions.

**Features**
- We extracted design tips that enhance UX by analyzing web site screens and application screens.
- We categorized the design tips on the basis of human information processing mechanisms that cognitive science and marketing science revealed.
- We described the design tips by taking the NTT Group’s philosophy and brand image into consideration.
- We proposed a practical handbook that contains various examples that help designers to understand and implement the design tips.

**Application Scenarios**
- The handbook encourages service planners to try to understand what is going on in users’ minds to help them design innovative ICT services.
- The handbook also helps service developers to design and revise GUIs of web sites and applications.

**NTT Group Global Advantage**
We analyzed web sites including those of top-brand companies and telephone companies to extract design tips. The analysis process is based on human information processing mechanisms that were revealed by the developments in cognitive science.