👉 **EL CONCEPTE "X"**

User Experience (UX) is a key concept to take into account when designing User Interfaces

User experience (UX) focuses on:

- What are the abilities and limitations of the user
- What the user needs in a web experience
- What the user values in a web experience

> The term USER EXPERIENCE (UX) is related to the term
> "User-centered design"coined by Donald. A. Norman in his book
> "The Design of Everyday Things"

COMPONENTS OF UX

UX **=** USABILITY **+** ACCESSIBILITY **+** INFORMATION ARCHITECTURE

Information Architecture (IA)

★ Focuses on how information is organized and structured

★ El arquitecto de la información trabaja sobre los siguientes aspectos:

1. Identify product objectives (Mission) and user expectations (Vision)
2. Determine product contents (Mission) and user functionalities (Vision)
3. Plan organization systems and scalability

Usability

★ Usability is the part of UX that focuses on giving the user an interface easy to use

Accessibility

★ Accessibility in a digital product means that all people can buy this product, regardless of their capacities, cognitive or physical abilities.

★ The limitations that users may have are classified as:

1. Visual limitations
2. Audio limitations
3. Motor limitations
4. Cognitive limitations

Web Accessibility Iniciative (WAI) is a **W3C** program that promotes making websites more accessible by improving their design. A website is more accessible the more **Web Accessibility Initiative (WAI)** points it meets.

KEY FACTORS IN UX

The principles of User Experience are commonly expressed using a [honeycomb](#)

## 👉 ▶️7 Key Factors of UX

1. **<u>USEFUL</u>:** The content must be <u>useful</u> and fulfill a need of the user.

2. **<u>USABLE</u>:** It allows users to achieve their <u>goals</u> efficiently and <u>effectively.</u>

3. **<u>FINDABLE</u>**: The contents are <u>easy to find</u> because either the site is super simple, or the contents are well organized + the website is easily **navigable.**

4. **<u>CREDIBLE</u>:** Your website is valued by users as a reliable, safe product, etc → the user **BELIEVES** in your product.

5. **<u>DESIRABLE</u>:** The website is a PRODUCT with **image, identity, brand** that makes it **identifiable** and **desirable.**

6. **ACCESSIBLE:** The content is ACCESSIBLE.

7. **VALUABLE:** The product brings **VALUE** to whoever creates the product and to whoever uses it.

CLASS ACTIVITY

Let's give ideas in one **PADDLET**

👉 [**What do I value in a web experience/service?**](#)
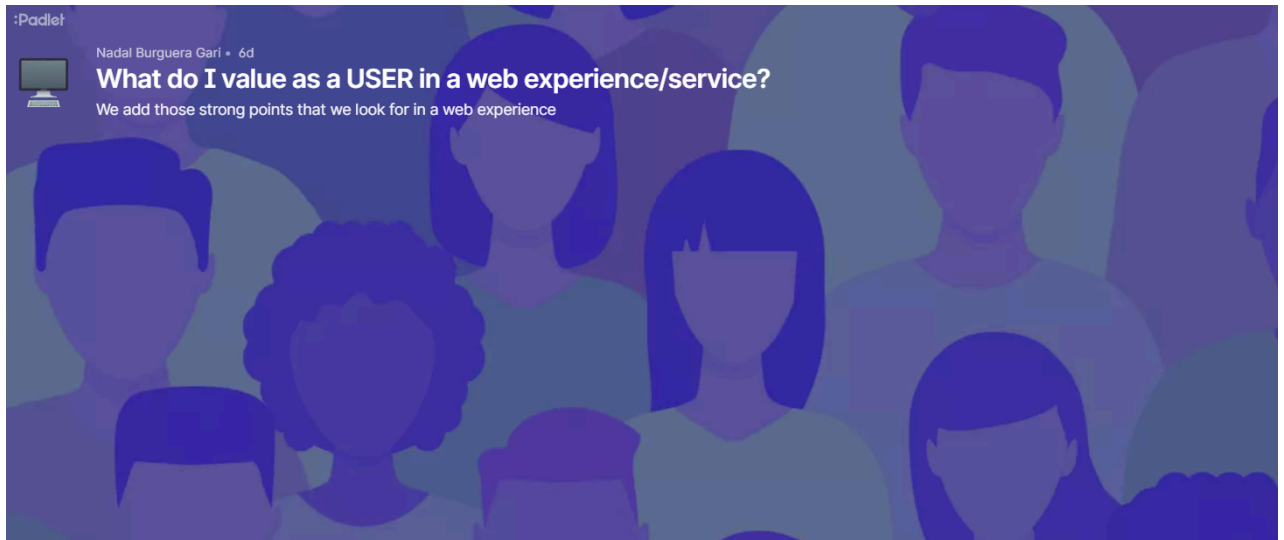
UX vs UI

Although these are two fields of work on user experience and are usually presented together under the label **UX/UI** - for example in job offers - they are two separate fields.

Let's see a little introduction of what UI and UX specifically focus on

👉 ▶️ UX Design vs UI Design - What's The Difference? (2022)

USABILITY HEURISTICS

Heuristics (*Heura*): definition definició

Heuristic means: encouraging a person to learn, discover, understand or solve problems on their own, by experimenting and evaluating possible answers or solutions, or by trial and error, avoiding using fixed rules or formulas.

👉 ☐10 USABILITY HEURISTICS BY N/N g

The **10 Usability heuristics** in User Interface Design de **Jackob Nielsen** is another point of view of what you should take into account when building an application thinking in the user