

What is UX?

- This is a study of how user's feel after interacting with a product or a service.
- UX designers are interested in the relation between human users and computers/ computer-based products.

User experience is a journey and there are 5 steps that are essential to make it work, and they are as follows:

- i. Psychology
- ii. Usability
- iii. Design
- iv. Copywriting
- v. Analysis

The history of UX can be traced way back to ancient China where they believed in Feng Shui. Feng Shui is a practice that believes in harmony of yin and yang through placement of things and building that brings in positive chi and expels negative chi.

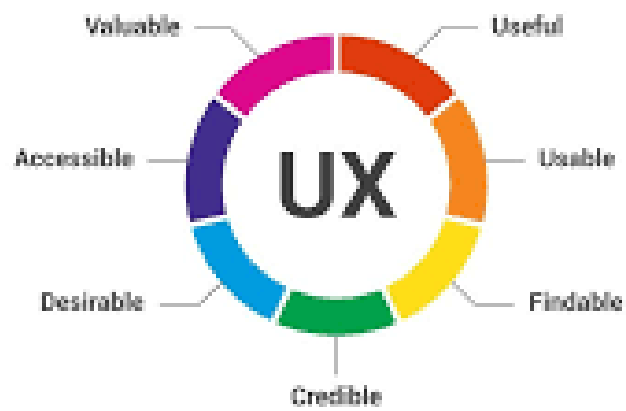
This practice shows UX in place. This later found its way in ancient Greece that also practiced democracy and started a school of thought to study how people interact with each other and objects.

In 1995 Don Norman coined the name User Experience and that was how its name came about.

There are 7 rules that come to mind when doing UX Design:

- i. Clarity
- ii. Intuition

- iii. Digestibility
- iv. Flow
- v. Familiarity
- vi. Delight
- vii. Feedback



Feng Shui