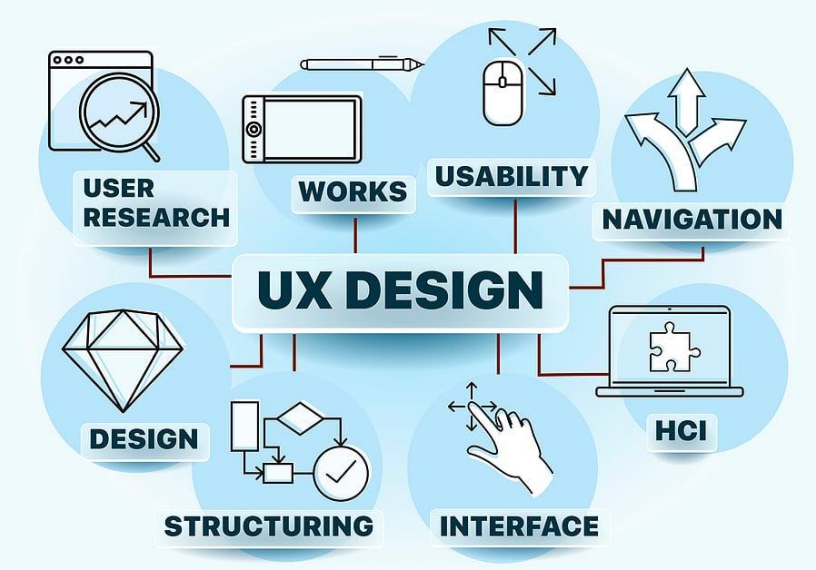
What is User Experience (UX)?

User experience is how a person, the **user, feels about interacting with, or experiencing**, a product, system, or service. It includes a person's perceptions of utility, ease of use, and efficiency. This includes a website, mobile application, desktop software and any form of human/device interaction.

What is UX Design?



User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. UX design involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.

UX design covers a wide range of activities. UX is concerned with many different types of interactive service (FB, apps), system (database) and product (cellphone, robots).

Understand the basic need of UX design

The end goal of UX design is to provide the user with **spontaneous, efficient, and relevant** experience. UX design focuses heavily on having a deep understanding of users, like, what they need, what they value etc. It also takes into account the **business goals and objectives** of the company.

What is the impact of UX design?

User experience design can have a significant impact on **revenue growth** for businesses. By creating a seamless and intuitive user experience, businesses can attract and retain more customers. Happy customers are more likely to return to your product and recommend it to others, leading to increased revenue.

Different types of User Experience

- Functional UX: focuses on how well the system works. It is concerned with things like efficiency, accuracy, and compliance.
- Aesthetic UX: focuses on the system's ability to use. It takes into account factors such as visual appeal and user-friendliness.
- Emotional UX: focuses on the user's emotional reaction to using the system. It includes factors such as satisfaction, happiness, and confidence.
- Behavioral UX: focuses on how the user's behavior changes after using the system. It includes things like frequency (flow) and speed of use.

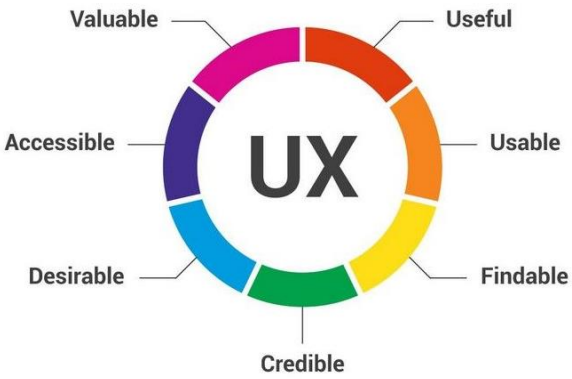
Types of users in UX design

In UX design, it is important to consider the needs and goals of different types of users. Here are some common user types that UX designers often encounter:

- Novice users: These are new users, who have little to no experience with the product. They need clear and intuitive (spontaneous) interfaces that guide them through the process of using the product.
- Power users: These are experienced users, who use the product frequently and have advanced knowledge of its capabilities. They often have specific needs and requirements that are different from other users.
- Accessibility users: These are users with disabilities or special needs. They may require assistive technologies, larger text, or other accommodations to use the product effectively.

- Multi-lingual users: These are the users, who speak different languages or are non-native speakers of the language used in the product. They may require localized versions of the product or support for multiple languages.
- Mobile users: These are users, who access the product on mobile devices, such as smartphones or tablets. They have different needs and requirements than desktop users and may require a different user experience.
- End-users: These are the primary users of the product they interact with the product to achieve their goals and solve their problems. End-users may be internal or external to an organization.

Feature of good design



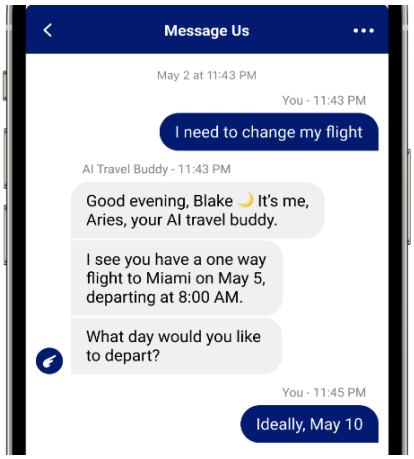
1. Usable: easy-to-use app features intuitive navigation, helpful customization, and UX design patterns that take no time to learn.
2. Desirable: the image, corporate identity, brand, and other design elements should evoke positive emotions.
3. Findable: content should be navigable and localizable both on and off the site.
4. Accessible: site or app must be accessible to people with disabilities.
5. Useful: content must be original and meet your customers' needs.
6. Credible: users need to believe what you present, and poor UX reduces brand trust.
7. Valuable: the product must deliver value, especially to the business, which creates it, and to the user who buys or uses it. Without value, it is likely that any initial success of a product will eventually be undermined.

Model of interaction

Interaction design involves designing **user-centered interfaces, flows, and interactions** that meet user needs. This skill requires a deep understanding of user psychology, as well as a good sense of the principles of design and user experience.

An interaction model provides the underlying **structure or blueprint** for how a product or system behaves based on known user behavior. It provides a model for the **structure, consistency, direction and feedback** for the product, with the goal of helping users reach a state of flow.

A simple conversation over the phone is the most basic example of the interactive model. It consists of two participants that are both consistently sending and receiving messages based on reactions from previous messages.



Interaction designers create wireframes, storyboards, and prototypes to communicate their ideas and test their designs with users.

Most influential model of interaction, Norman's execution–evaluation cycle

Norman's model of interaction is perhaps the most influential in Human–Computer Interaction, possibly because of its closeness to our intuitive understanding of the interaction between human user and computer. The user formulates a plan of action, which is then executed at the computer interface. When the plan, or part of the plan, has been executed, the user observes the computer interface to evaluate the result of the executed plan, and to determine further actions.

The interactive cycle can be divided into two major phases: execution and evaluation. These can then be subdivided into further stages, seven in all. The stages in Norman's model of interaction are as follows:

1. Establishing the goal.
2. Forming the intention.
3. Specifying the action sequence.
4. Executing the action.
5. Perceiving the system state.
6. Interpreting the system state.

7. Evaluating the system state with respect to the goals and intentions.

Norman's model is a useful means of understanding the interaction, in a way that is clear and intuitive. It allows other, more detailed, empirical and analytic work to be placed within a common framework. However, it only considers the system as far as the interface. It concentrates wholly on the user's view of the interaction. It does not attempt to deal with the system's communication through the interface.

UI vs. UX vs. UI Designer vs. UX designer vs. UI Design vs. UX design

UI is visual interface elements such as typography, images, icons, colors, buttons etc.

UX is how a user feels about product. Focuses on user and their journey through the product.

UI design is the process of transforming wireframes into a polished graphical UI.

UX design is a process of creating wireframe, concerned with the overall user-friendliness of an entire customer's journey. First, understand the overall experience of your users and turning it into a design (wireframe).

UI designer creates designs like button style, color palate, icon, theme etc. They define visual details, creates it more usable, aesthetically appealing and clear.

UX designer designs or works on the logical flow of actions and fundamental parts are put in place. UX designers handing their work and recommendations over to the UI team once core concepts are tried and tested.