

# USABILITY VS UX

After reading one of the summaries on usability and user experience, I realized that although they are concepts that are related since they belong to the same study, they do not serve the same purpose and are concepts that have important differences, and precisely Today I am going to talk about what they are.

First of all, we have usability, which, as its name suggests, is the ease with which users interact with a visual interface. Therefore, in this case, various factors are used to know how much usability a user interface design has. Among them we have, for example, the heat map, where we are shown the interface screen with the areas where the user tried to navigate the most, and it is then where we realize if the interface meets or is far from meeting the requirements. Its purpose, which is to make the user carry out their activities intuitively, and without having to make a great effort to know what they have to do. Another part of usability is the fact that the user remembers the interactive menu, so that if this interface is shown again, then the user can navigate through it much faster.

Then we have the user experience, although this concept can explain itself since it is implied as the journey that the user goes through using a product to perform a certain task, and then during this journey, the user can have an experience using this tool. I clarify that the concept of UX is not necessarily related to digital products, but it can apply to any product that people use, so studying the user experience is important because it gives us to understand how comfortable the user feels using the product they provide you, in order to measure this, four different components are used: usability, value, adaptability and desirability. As we can see, usability, which is what we talked about previously, is actually a component of the user experience, so when measuring the usability of an interface design, we are also studying a parameter of the user experience. Then we have the value that our product has, how much value using the tool brings to the user, and well, this may depend more on whether the product that the user is using really covers the need that it is satisfying.

Then we have adaptability, which would be how easy it is for the user to begin to understand how the product works, although the shorter the learning curve it takes for the user to understand the product until they master it easily, the more it could be taken into account. the time it takes the user to understand it as a parameter to study the UX.

And finally we have desirability, that is, how much the user wants to use our product, because there is a fine line between the user having to use the product because they have no other option, or it being only the cheapest option on the market. and that the user uses the product because they are satisfied with the price, quality, usability, etc... So, evaluating each of the points that I already mentioned, we could have a more approximate study of how much user experience our product has.

And to conclude, although both concepts are very important for human-computer interaction and have a lot of relationship with each other, they are not exactly the same, since as we could see, usability is a component of the user experience, but in the end They end up working together to achieve one goal, which is to understand how the user behaves with our interface design.