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# What is UXD?

An Introduction to UX Design

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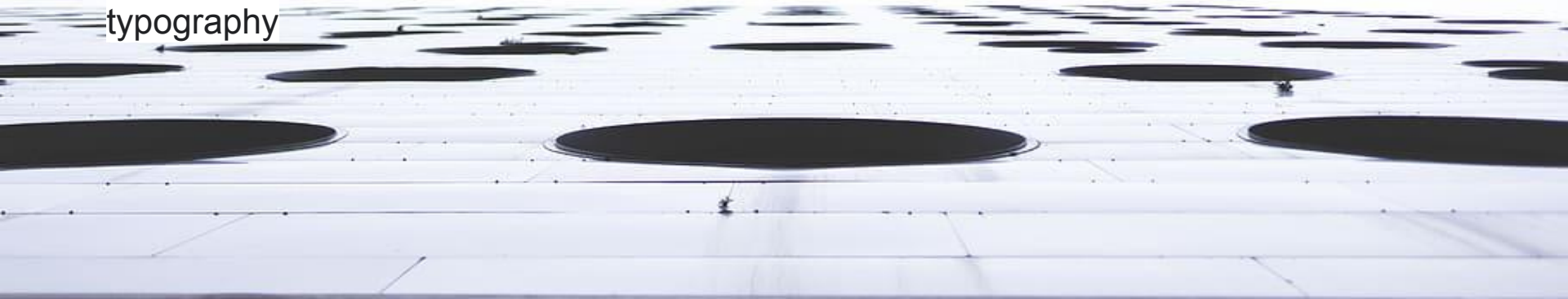
# So what is UXD?

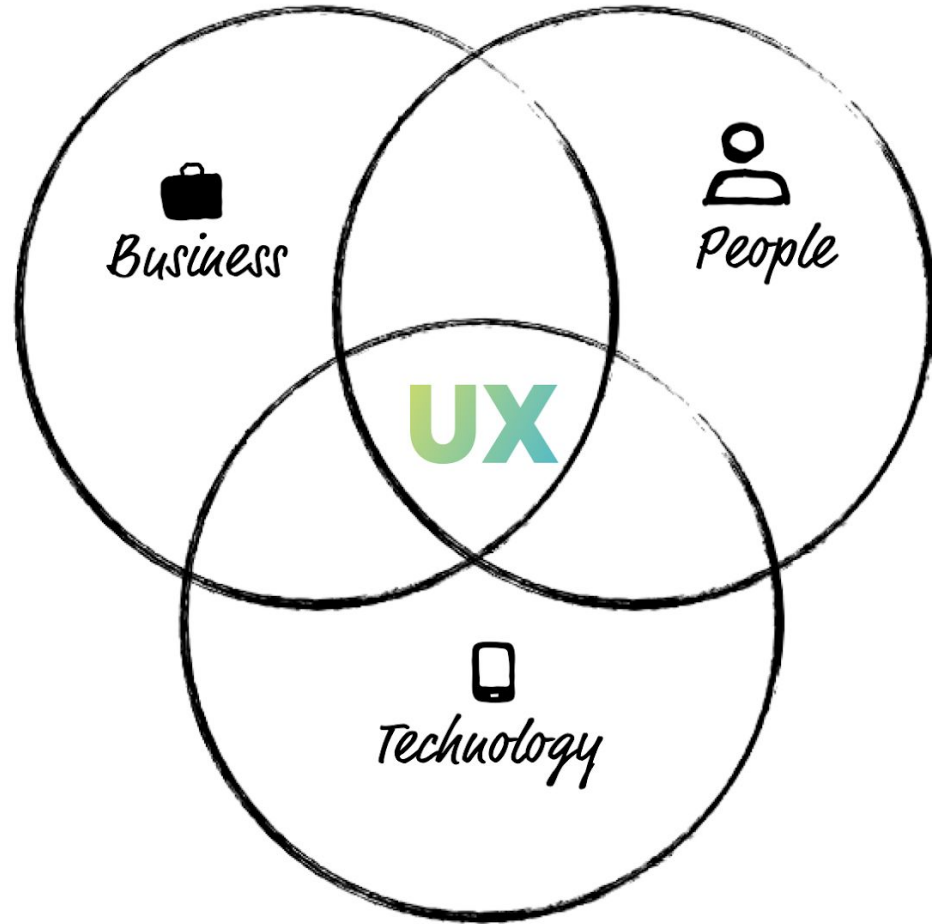
UX Design is studying user behaviour and understanding user motivations with the goal of designing better digital experiences.

# Difference between UX and UI

**User experience (UX)** is the interaction and experience users have with a company's products and services.

**User interface (UI)** is the specific asset users interact with. For example, **UI** can deal with traditional concepts like visual design elements such as colors and typography





**UI**



**UI**



**UX**



**UX**





Let's have a look at some  
examples..












# A 'real - world' UX nightmare..



Makes sense, right?

# Notice the difference?

# PARKING SCHEDULE

	M-F	SAT	SUN
			
7am			
8am			
8 <sup>30</sup> am			
4pm			
7pm			



# 'Clever' designs can create a terrible UX



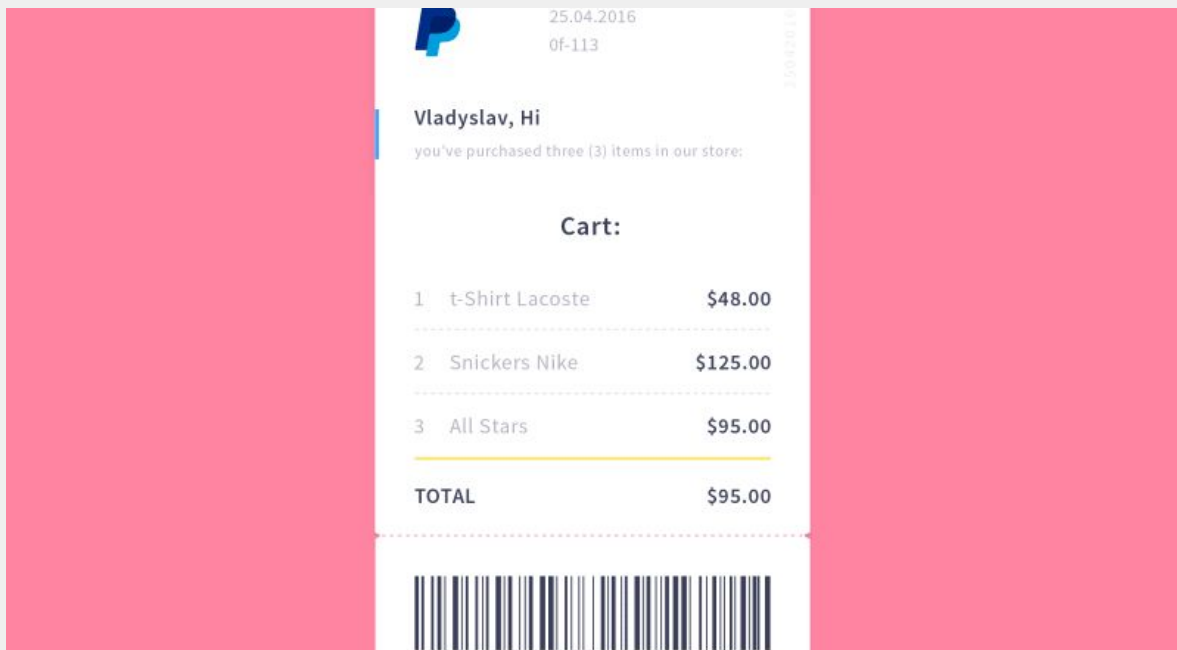
What does this even say?

# And a counter - example



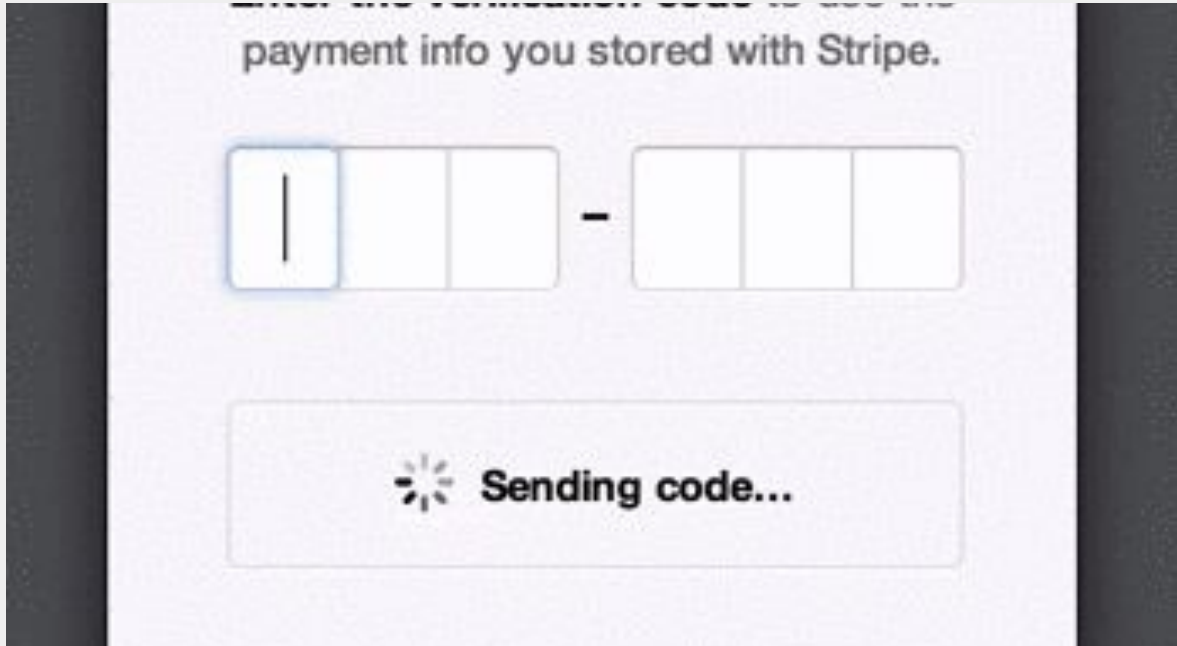
Great design + no usability strain = good **UX**

# Superfluous animations can totally ruin the user experience



This takes 3.5 seconds(!) to see the transaction details. Nobody has time for that.

*Purposeful* animations can look great when done like so -



This gives the user **exactly what they need**, no time wasted.

# Why UX research is important



We need them

# The UX Pyramid

Experiences

(People, activities, context)



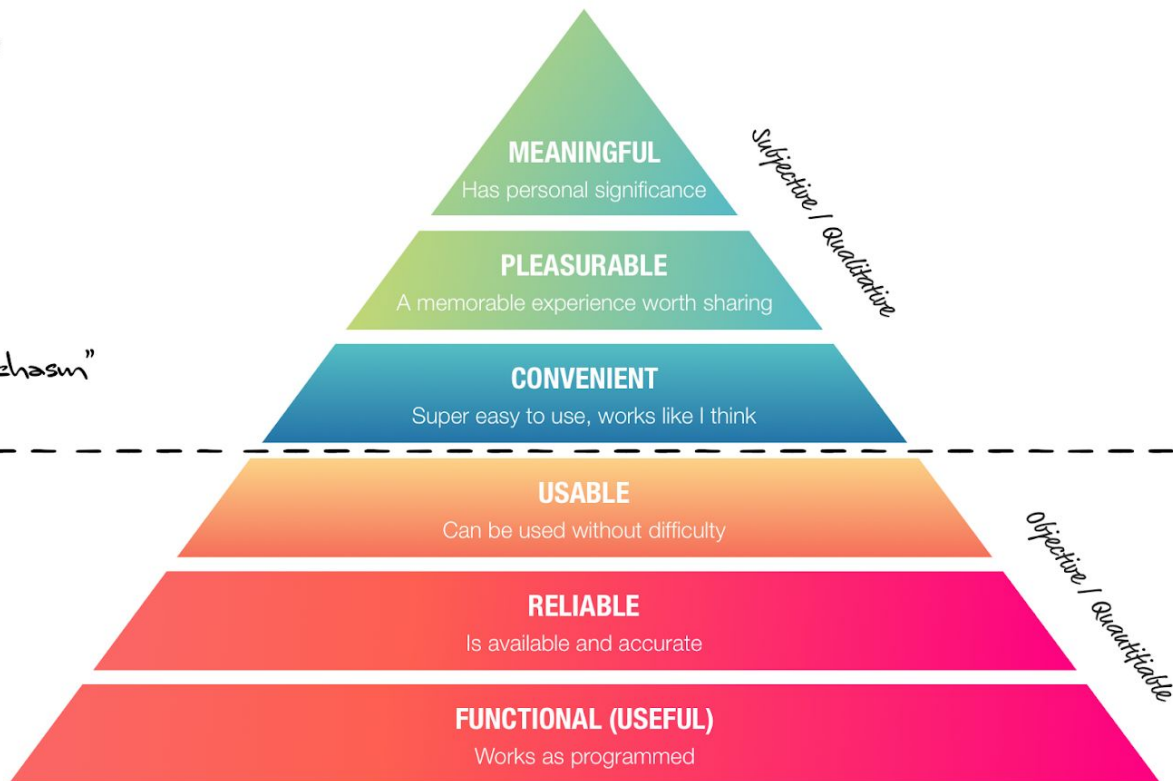
"The convenient chasm"

(few rise above this point)



Tasks

(products, features)



# Level 1: Functional

Does it work?



- No bugs, errors or outages
- It has a purpose: someone has a need for it
- Includes all key features and passes basic accessibility

## Level 2: Reliable

Is it available and accurate?

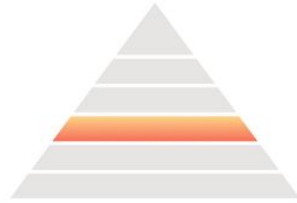


- Content is current and accurate
- It can be used effectively on mobile and standard devices
- Data is clean and reliable



## Level 3: Usable

Can it be used without difficulty?



- Users don't get lost or confused
- It has a short learning curve
- Users can easily find the content or products they are interested in

## Level 4: Convenient

Does it fit in with my life and work the way I want?



- Users want to use it
- Users actively find situations and reasons to use it more
- Users recommend, up-vote and rate it

## Level 5: Pleasurable

Is it an enjoyable experience that's worth sharing?



- Users invest themselves into it
- Users promote, share and evangelise it
- It becomes part of the user's regular routine

## Level 6: Meaningful

Does it have personal or social significance?



- Users love it
- It brings meaning to their life



**The foremost of all UX design principles is to focus on users throughout the design process.**

**ONLY YOU**



**CAN PREVENT BAD USER EXPERIENCE**