
What is UXD?

An Introduction to UX Design

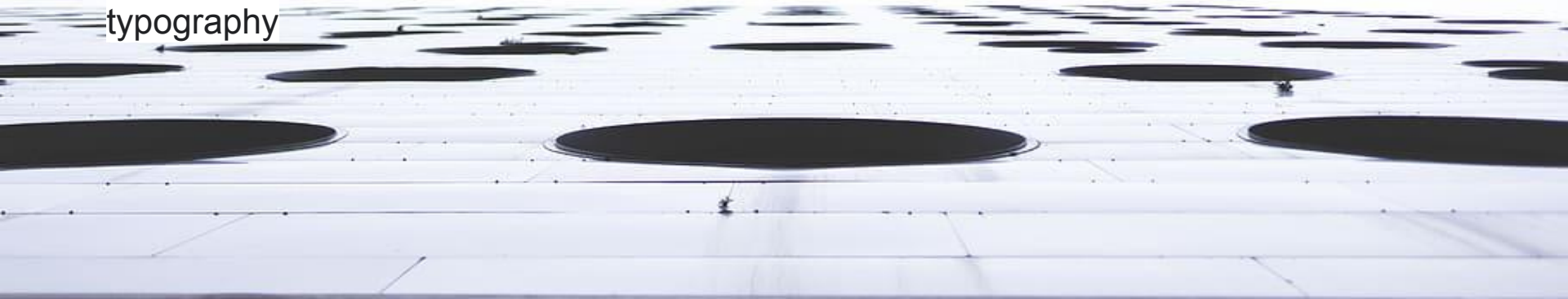
So what is UXD?

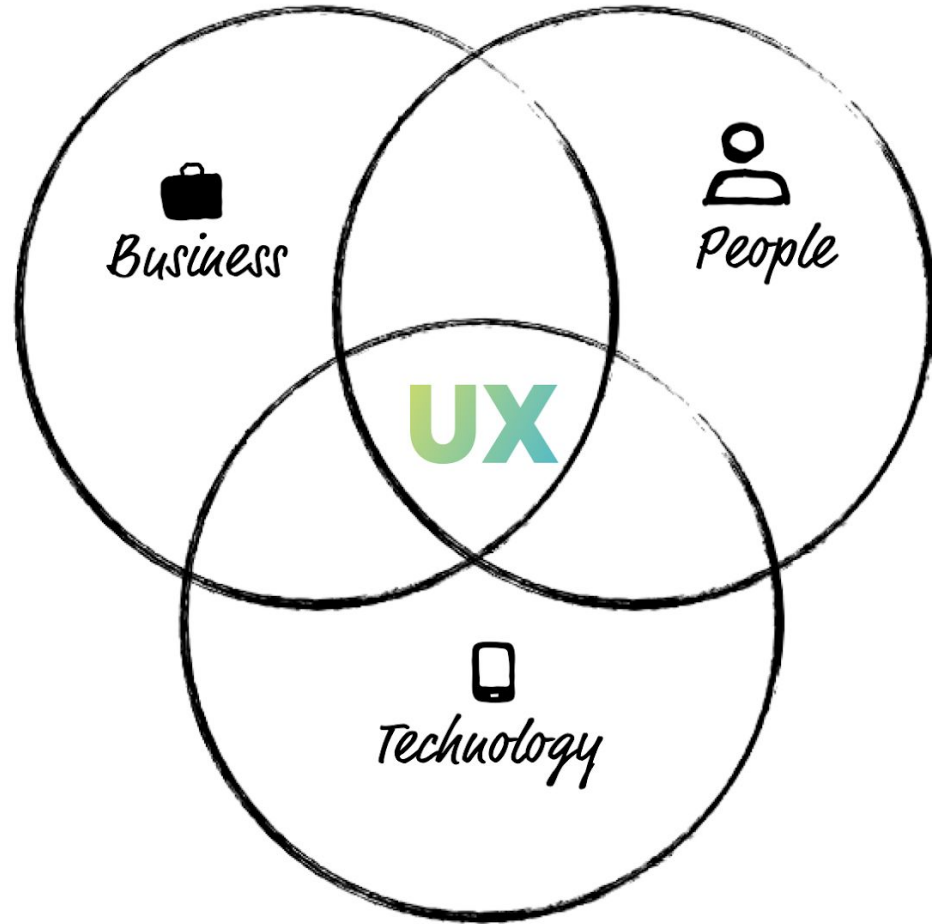
UX Design is studying user behaviour and understanding user motivations with the goal of designing better digital experiences.

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 ³⁰ am				
4pm				
7pm				

'Clever' designs can create a terrible UX



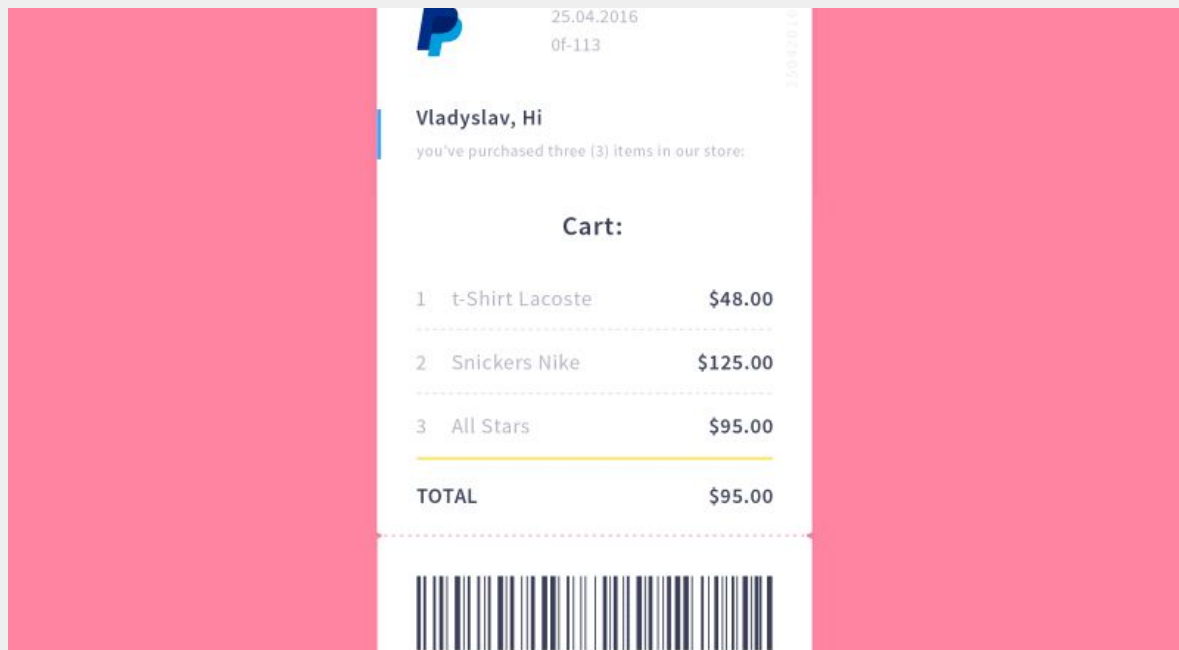
What does this even say?

And a counter - example



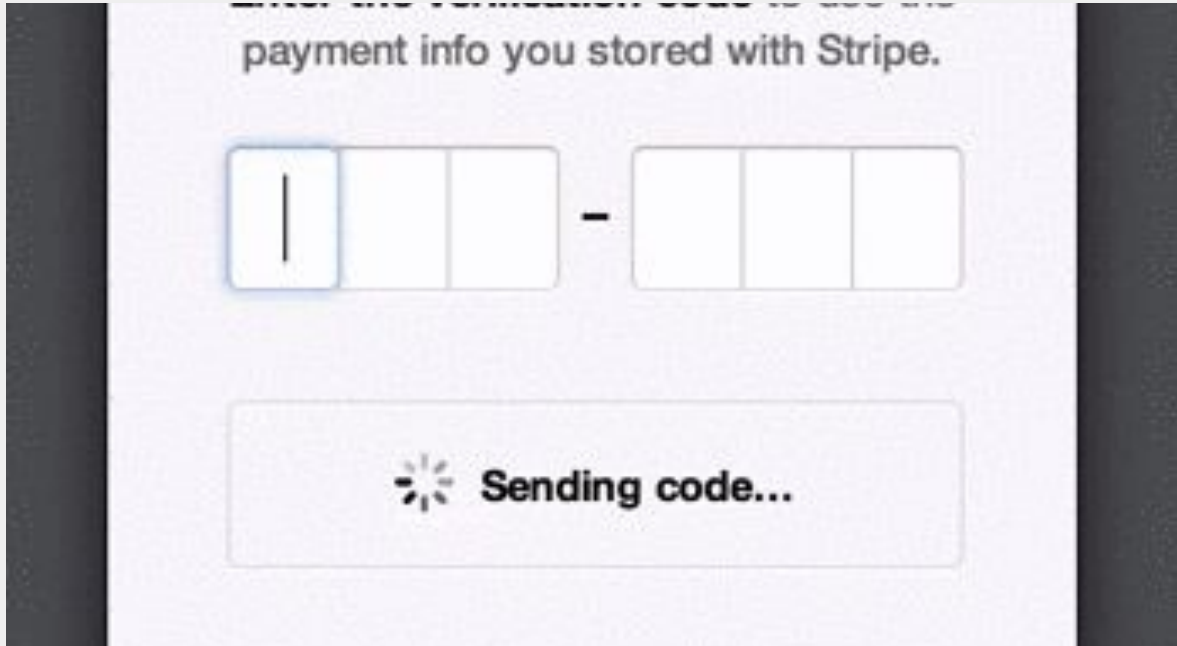
Great design + no usability strain = good **UX**

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)



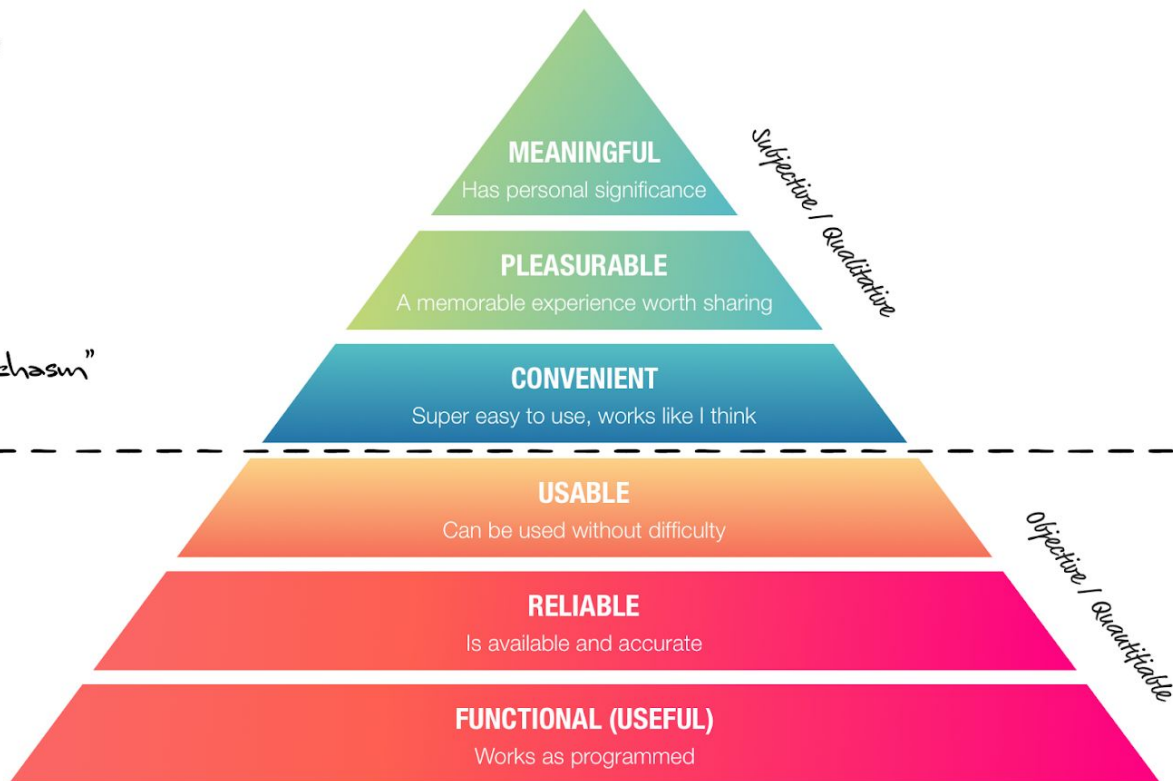
"The convenient chasm"

(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

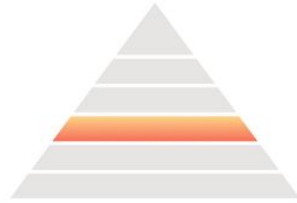
Is it available and accurate?



- 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

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