Key Takeaways:

* User experience encompasses everything the user interacts with, not just the product.
* User experience is about both thoughts and feelings and depends on context.
* User experience can change over time.
* UX and UI design are not the same, UX is about the overall experience, while UI is the surface of the product that the user interacts with.
* The road to good user experience is not about technology, but about people.
* You are not the user, and it is important to remember that the user doesn’t understand your design the same way that you do.

Best Practices:

* Make products that are usable, useful, desirable, findable, accessible, and credible.
* Treat user experience design as a recursive process that takes feedback into account.
* You should account for business needs when creating a user experience.
* Prioritize the most important issues rather than dealing with all issues at once.
* Be proactive and lead the design rather than reactive and simply letting the request shape the design entirely.
* Remember that the user doesn’t have your ideas.