# Reflection

HCI, Usability and UX are related terms, though not the same. The main similarity is that both: HCI and UX are concerned with improving usability. (Among other things. Both disciplines are wide and include other aspects of a product's "journey"). HCI (especially nowadays) focuses the most on research [1]. While UX leans to the industry side, applying HCI insights to product development [2].

As I mentioned UX and usability are not the same. UX *looks to improve* the usability of a product, but that **is just one of its concerns**. There is a hierarchy in UX that includes: "utility, usability, desirability and brand experience" [3], (notice how usability is not the main concern). A difference between UX and usability could be in the functionality side, which is how to implement functionalities that solve a need. For example, in our project, we define the functional requirement RF8: "El usuario puede dibujar notas en una libreta." This requirement *is not a usability* requirement because it doesn't say anything about making it easier for the user to use the product, it only mentions a functionality that the user needs to satisfy a need, in this case, the need comes from the RU4: "El usuario necesita tomar notas (texto, diagramas e imágenes)." which solves the need of our personas: P1 and P2, which both need to take notes and summarize information in the form of diagrams.

A new functionality that is UX but not usability that our product could implement (and that currently does not have), could belong to any of the 3 categories in the hierarchy that are not usability. Let's take, for example, brand experience. Brand experience goes beyond just providing a good product, it is about the other elements of the "journey", like buying the product and customer service. So, we could consider adding a requirement that indicates that we need to provide the user a chat-bot whom he can talk to whenever he needs information about the application. It would be observed on the project as a "?" button that the user can tap on to be directed to a WhatsApp-like application where he'll talk to the bot, and this will reply with instructions on where to find information related to our project and how to access functionalities within. This would improve the experience of the user by giving him an "assistant" he can talk to any-time he needs to find information quickly, making him not have to ask online for help and beg to get an answer, or wait long times calling to a phone customer-service. This does not (necessarily) make the product easy to use but does improve the overall experience the user can have, especially related to our brand (he knows he is easy and fast to find information in products that we develop).

# References

[1]     Interaction Design Foundation, "What is Human-Computer Interaction (HCI)? | IxDF." Accessed: Mar. 16, 2024. [Online]. Available: https://www.interaction-design.org/literature/topics/human-computer-interaction

[2]     Interaction Design Foundation, "What is User Experience (UX) Design? | IxDF." Accessed: Mar. 16, 2024. [Online]. Available: https://www.interaction-design.org/literature/topics/ux-design

[3]     Interaction Design Foundation, "What is Usability - The Ultimate Guide | IxDF." Accessed: Mar. 16, 2024. [Online]. Available: https://www.interaction-design.org/literature/topics/usability