# Usability and User Experience

- **Usability** is about how usable a website is:
  *efficient, memorable, learnable*

- **User experience (or UX)** is subjective – it's how the user feels about a website:
  *happy, frustrated, bored*

good usability + good design = good UX

This week, now that we've learned the basics, we're going to look at more of the principles, design principles, behind developing websites. So I want to look at some of the concepts that underpin web development. And two things you'll hear talked about are usability and user experience.

- Usability is fairly straight forward. It's about how usable your website is. This might mean how efficient it is, how memorable it is for your users, how learnable, how intuitive it is.

The other term, the user experience, which is often abbreviated to UX, is something that's really come to light in the past few years. It's become a very big industry. It doesn't just apply to websites. It's also a big part of product design as well.

- User experience, UX, is very subjective. It's about how the user feels about a website. Are they happy? Frustrated or bored? And your aim is to give them a good user experience. It's not something you can predict. It's not something you can guarantee. But if you practice good design, then hopefully they will have a good user experience.

When thinking about making your website, know your audience, think about who that website is for. Who is your user? Think about the type of site that you're creating. If you're making some kind of ecommerce site, you might have a particular consumer in mind who wants to buy a particular thing. If you're making something for friends and family, you probably know the level of expertise and experience that your users have.

Design for them, design with them in mind. Remember that you may have more than one type of user, that's quite common, and you have to look for a way of navigating between the different user groups.

- Good usability and good design mean good UX.

So under this umbrella of user experience come lots of different things, interface design, usability, content, structure. And this week we're going to be looking at the way we can apply design principles to achieve this good user experience, so we'll be looking at things like how you structure a page. How you make something accessible, and what are good and bad examples of web design.