# The UX Book: Process and guidelines for ensuring a quality user experience

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Don Norman: Cognitive engineering and The Design of everyday things

**Usability:** Usability is the pragmatic component of user experience, including effectiveness, efficiency, productivity, ease-of-use, learnability, retainability, and the pragmatic aspects of user satisfaction.

**Usefulness:**

**Functionality:**

**Emotional impact:**

Contextual inquiry: Contextual inquiry is an early system or product UX lifec

Computing is omniscient in our lives. We must be cognizant of the changing nature of computing and interaction and need to design for it.

Mark Weiser: “The world is not a desktop… the most profound technologies are those that disappear.”

Changing concept of computing because the web, GUI, desktops, mobile phones, VR, etc. are still here and growing. This means computing is changing which implies the essence of interaction is still evolving.

Ambient intelligence will mediate, permeate and become inseparable common of our everyday social interactions at work or at leisure.

Most user-computer interactions are leaning towards being ubiquitous. These are more and more taking place without a keyboard, mice or monitor. Think of entertainment devices, vehicles, GPS, smart homes, IOT, wearable computers, etc.

Enormous market potential of mobile phones as ubiquitous computing which also represents one of the most intense areas of designing for a quality user experience.

* Replicate action people do in the real world
* Make it magical, users need to be able to perform many tasks more quickly and effectively
* Provide constraints that help the user to interact more easily and effectiviely.
* Design for user confort

**Concept of usability.**

**Dancing Bear concept:** It is where a great idea triumphs over poor design. It is about having a feature just so good, users cannot do without it, even if it has a terrible interaction design.

**Components of user experience.**

**Importance of business case for user experience.**