Week 1 (1/3)

This article mainly defines usability from the perspective of several experts. Usability is user-centered design, and designers need to judge the usability of a design from the perspective of real users. I also learned that design is not a static task, and that when I get feedback from users, I need to refine the overall design. After reading it, I also reflected on the clarity of some designs that I had neglected in previous designs. I am more persistent in adding special interaction designs to make it fun, but this behavior also creates the intention of forcing users to change their behavior or learn to adapt to my designs. This does not lead to efficiency but rather to user satisfaction and memorability, and it also defeats the goal of the 5 Es of usability.

(2/3)

From this article, I learned that a good User Experience Design is not just a user interface that displays web buttons, but a design that is presented to users by the team after studying user behavior and understanding user motivation. According to the UX pyramid, value is not only made in the three basic tasks: functional, reliable and usable, but also needs to be thought about convenient, pleasurable, meaningful as a result of the customer's experience with the product or service.

I also learned about three strategies for improving UX for your design or system:

Knowing how users really feel and using a generally accepted way of doing things is a much better experience

Design is reviewed against a set of user experience principles through heuristic evaluation.

Study and observe user behavior

(3/3)

This article mainly describes Norman's 3 levels of emotional design. When designing, we need to think deeply from the perspective of users. I learned strengthening the emotional impact of product experiences through visceral, behavioral, and reflective design.

Visceral design is a good reflection of users' attraction and ideology for the product. Behavioral reaction is how users feel about design interactions, including usability, product performance, and effectiveness of use. Reflecting on emotional design is to capture the meaning and impact of a product that determines what the user experiences again. Justin Baker taught me that design requires a complete process of discovery, use and thinking. He also mentioned some ways to enhance emotional impact, which is very meaningful.