

Entry 2: Usability vs UX

From my understanding HCI can be seen as the fundamentals of usability and UX. HCI is the study of the communications between humans and computers, part of that communication and interaction as the name suggests, is how easy or *Usable* a system is, and the overall *Experience* the final user has, this includes emotions, engagement, and satisfaction, delving into the psychological aspect of things.

Usability is about task efficiency, learnability, memorization, adaptability; while UX considers the user's feelings and perceptions of the final product. In terms of our project, we can ensure usability by making navigation of our platform more intuitive, using standardized terms and recognizable features. UX on the other hand could focus on the emotional engagement while navigating the platform, making the difference whether or not our platform is seen as transactional, just another part of the daily grind, or an actual tool that helps, facilitates, and motivates rising musicians.

To me anyways, personalization is a key factor in UX, making something I use actually seem like mine, will always encourage me to keep using said product. A potential UX feature we could implement is a smart opportunity matching system that suggests job postings to musicians based on their genre, experience level, location, and availability. This would enhance the UX by creating a sense of connection and relevance. We could track user engagement metrics, such as time spent on the suggestion screen, whether or not users click on postings, alongside feedback from user surveys.