
What are we trying to achieve?

We are trying to design an interactive product for our users that they will want to use - so along with meeting our functional requirements we want something:

- That will be *usable*
- Will give the users a *great user experience*

Usability Goals

- Effective to use (effectiveness)
 - Efficient to use (efficiency)
 - Safe to use (safety)
 - Having good utility (utility)
 - Easy to learn (learnability)
 - Easy to remember how to use (memorability)
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User Experience Goals

Satisfying, enjoyable, engaging, pleasurable, exciting, entertaining, helpful, motivating, challenging, enhancing sociability, supporting creativity, cognitively stimulating, fun, provocative, surprising, rewarding, emotionally fulfilling...

NOT

Boring, making one feel guilty, annoying, childish, unpleasant, patronizing, making one feel stupid, cutesy, gimmicky...

