**User experience** (**UX**) design is the process design teams use to create products that provide meaningful and relevant experiences to users.

**Useful**

When it is useful, the user accepts it with pleasure and without much criticism. Something that is not useful has a high chance of being ignored.

**Usable**

The ease of use of an interface and its contents determines whether or not actions can be performed efficiently.

**Findable**

If you can't find what you're looking for, you'll get frustrated and leave the medium to continue your search elsewhere.

**Credible**

It is necessary to trust in the quality and veracity of the content that we are consuming.

**Desirable**

It is important that the products and services stand out and show differentiating aspects.

**Accessible**

Ease of access to a platform and its contents is fundamental to the user experience and the success of a project.

**Valuable**

A product or service that delivers value will always be remembered and spread. The experience will be good and will be easily shared.